An investigation on consumer behavior and preferences towards apparel, purchase by Indian consumers age 15 – 25

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Bonafide record of work done by

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Executive Summary

The Indian economy has grown over the last 10 years with new jobs created in the ITES sector, Biomedical, Automotive engineering, Apparel manufacturing and Civil engineering. The growth is strongly led by Information Technology Enabled Services (ITES); this is supported by the education sector with increase in the number of students enrolling for higher education and large numbers of students graduating every year thus creating a large pool of technical and managerial manpower. The working class people segment has grown since the economic growth and it has benefited middle class and upper middle class people. Due to the increase in the number of working people and substantial raise in income, spending power has increased over the years, and particularly the young Indians in the age of 15 – 25 like to shop more.

The Government of India has laid down strict rules to protect the environment and avoiding child labor but there is no legality followed by companies in providing an ethical environment in means of working time and salary.

The increase in food, energy and real estate costs makes people's lives more difficult at this time. Are we going to follow the western countries and repeat the same mistake leading to a standstill? As resources are getting to near exhaustion, now is the time to think and ask ourselves question of what we are doing and justify ensuring that we buy only for our needs. This study focuses on the consumer behavior of young Indians in the age of 15 – 25 to understand and know their perception towards spending and to show a new path for the society and the industry for a sustainable environment.

Chapter I

1.0 Indian Retail Market

Globally, the Indian retail market is the fifth largest in the world. Further proof of its growth has been indicated by various indicators of development. For example, AT Kearney's seventh annual Global Retail Development Index (GRDI) has ranked Indian market as the second most attractive emerging market for investment after Vietnam in the retail sector in 2008. The share of retail trade in the country's gross domestic product (GDP) was a highly healthy 8–10 percent in 2007. Going by market estimates, it is currently around 12 percent.(Retail)

The future expansion of the Indian market is elucidated in a McKinsey report named 'The rise of Indian Consumer Market' which estimates that the Indian consumer market is likely to grow four times by 2025. Sectors like Banks, capital goods, engineering, fast moving consumer goods (FMCG), software services, oil marketing, power, two-wheelers and telecom companies were leading the sales and profit growth of India Inc in the fourth quarter of 2008-09.(Global)

India continues to be among the most attractive countries for global retailers. Some numbers will stand as credible proof to the aforementioned statement. Commercial real estate services company, CB Richard Ellis' findings state that India's retail market is currently valued at US$ 511 billion. India's overall retail sector is expected to rise to US$ 833 billion by 2013 and to US$ 1.3 trillion by 2018, at a compound annual growth rate (CAGR) of 10 percent.(Retail)

At US$ 511 billion in 2008, India’s retail market is growing faster and larger than ever and drawing both global and local retailers. According to the Department of Industrial Policy and Promotion (DIPP), foreign direct investment (Foreign Direct Investment (FDI)) inflows as on January 2009, in single-brand retail trading, stood at approx. US$ 25.18 million. (Retail)

As a democratic country with high growth rates, the consumer spending has risen sharply as the youth population (33 percent of India’s population is below the age of 15) has seen a significant increase in its disposable income. Consumer spending rose an impressive 75 percent in the past four years alone. Also, the organised retail, which accounts for almost 5 percent of the market, it is expected to grow at a CAGR of 40 percent from US$ 20 billion in 2007 to US$ 107 billion by 2013. (Retail)

India’s retailing business is largely unorganised. It does not have the vision of supply chain management perspective. According to a survey done recently, an overwhelming proportion of the US$ 870 billion worth retail markets are unorganised. In fact, only a US$ 435 million worth segment of the market is organised. As much as 96 percent of the 5 million-plus outlets are smaller than 500 square feet in area. This means that India per capita retailing space is about 2 square feet (compared to 16 square feet in the United States). Just over 8 percent of India's population is engaged in retailing (compared to 20 percent in the United States). India's per capita retailing space is, thus the lowest in the world. (Ganguly)

1.1 Organised Retailing

The organized retailing (Interconnected branded retail shop) in India has an annual growth rate of 8.5 percent. During 2003-04, it swept past Rs.200 billion marks (US$4.5 billion).This is a comparatively small figure when considering the extent of the total market. Organized retail, at present comprises merely 2 percent of the total market in India. This means that the untapped segment amounts to a whopping Rs.9, 800 billion (approximatelyUS$225 billion). The share of modern retail is likely to grow from its current 2 percent to 15-20 percent over the next decade. The above facts clearly shows that in India, though retailing is a developing industry, it is going to be a very big industry in India and retailing is going to contribute a lot to India's development .(Retail)

It is predicted that the real GDP is expected to grow at 8 to 10 percent every year in the next five years. It is also estimated that the consuming class with annual household income of Rs 90,000 and above is expected to rise from 370 million in 2006-2007 to 620 million in 2011-2012. As a result, the retail business in India is estimated to grow at 13 percent annually from USD 322 billion in 2006-2007 to USD 590 billion in 2011-2012, as reported by the Indian Council for Research on International Economic Relations (ICRIER).

1.2 Indian Scenario on Apparel Retailing

The apparel market has seen considerable churning with respect to dressing pattern, style, usage of branded items, and choice of fibres and awareness of latest trends. The Indian textile industry is a sector which has generated employment in large scale and it stands next only to agriculture by providing employment to about 15 million people across rural as well as urban areas. (Retail)

India has emerged the third most attractive market destination for apparel retailers, according to a new study by global management consulting firm AT Kearney. It further says that in India, apparel is the second largest retail category, representing 10 percent of the US$ 37 billion global retail market. It is expected to grow 12-15 percent per year. Apparel, along with food and grocery, will lead the organised retailing in India. (Retail)

1.3 Apparel Fashion

The apparel fashion plays a paramount role in shaping apparel consumerism. As lifestyles change, fashion in India is becoming more diversified, as in the Western countries. Technology, ideas and lifestyles are moving concurrently and quickly. Companies and brands that offered monotonous and mundane products for years, have now multiplied their product ranges and new appealing styles, shapes and forms are being launched each season by them.

1.4 Malls in India—A Look into the Future

A report by Images Retail estimated the number of operational malls to grow more than two-fold to cross 412 by 2010 which has happened. It also has predicted a further 715 malls to be added by 2015, with major retail developments even in tier-II and tier-III cities in India.

- Marks & Spencer Reliance India is planning to open 35 more stores over the next five years, according to Mark Ashman, CEO of the company. The 51:49 joint ventures between UK's Marks and Spencer and Reliance Retail Ltd already have 15 stores in India.
- Future Group plans to bring in up to US$ 148.7 million in foreign investment. Although Foreign Direct Investment (FDI) is permitted only in single-brand retail and not permitted in multi-brand retail businesses like Future Group's. The conglomerate has created two layers of operations to take advantage of incentives given by the government which allow Foreign Direct Investment (FDI) up to 49 percent in operating-cum-investment companies as long as they are owned and controlled by Indians.
- Jewellery manufacturer and retailer, Gitanjali Group and MMTC are jointly setting up a chain of exclusive retail outlets called Shuddi–SampurnaVishwas. The joint venture, which plans to open around 60 stores across India by end of this year, will retail hallmarked gold and diamond jewellery.(IMaCS VIRTUS)

In the modernized and well cultured world, some retailers would have a storefront where people could browse and new pieces being sewn or customized in the back rooms. Among the few players who have been catering to the branded market are Park Avenue, Charagh Din, Liberty, Double Bull, Proline and Snowhite. It took a quite long time for brands such as Allen Solly and Van Heusen to create a respectable market share in the ready-to-wear market. Big players like Tata, Raheja and Biyani have intensified the competition with their professional retail chains like Westside, Shopper's Stop and Pantaloons.

1.5 Fashion Trends in India

Recently, India is increasingly being looked upon as a major supplier of high quality fashion apparels and Indian apparels have come to be appreciated in major markets internationally. Although the apparel industry seems to be in the maturity stage and growth is slow, fashion trend cycles are accelerating – it is generally observed that nowadays the average successful clothing trend lasts only six to twelve weeks. The presence of more and more brands has created a competitive environment unheard of in the past.

The apparel products are identified by myriad physical characteristics which are perceived differently by various consumers. When considering a product purchase, consumers tend to compare and contrast alternative products made up of different attributes. The preference for items of apparel may depend on the joint influence of price and product attributes such as quality, style and brand. Branded apparels have not started to appeal the rural India to a large extent. In 2004, ITC's Chaupal Sagar became the first hypermarket to hit rural Madhya Pradesh. ITC has come up with a special low-cost apparel range called Springfield which has debuted at this Mall.

1.6 Apparel Market-Value Growth

Considering value growth into our study, the apparel market has decreased from a robust 15.9 percent in 2007 over 2006 to 9.3 percent in 2008. The steepest fall was seen in the women's wear and unisex apparel segments, where growth fell from 16 percent in 2007 to 8.3 percent and 7.1 percent in 2008. The Images Year book analysis interestingly stated that the industry is likely to experience the most stable and decent growth in these two sectors in 2009 which happened almost as predicted.

Among the different segments, the men's wear segment enjoys 38.8 percent market share and is expected to grow between 6.2 percent and 7.8 percent in depending upon the economic scenario at that point of time. The women's wear segment with 34.9 percent market share is likely to grow in the range of 8.4 percent to 8.5 percent and will continue to be dominated by ethnic wear. The unisex apparel segment comprising jeans wear, active sportswear, casual jacket and blazers, is also expected to grow between 9.4 percent and 10.2 percent in the current year. One promising segment is that of wedding wear, which the report estimates at around Rs 38.4 billion, and likely to grow at an annual rate of 13.5 percent over the next four years.(India retailing)

The table below clearly gives an overview of per capita purchase of garments and home textiles across India.

Year	**Urban**			**Rural**		
	Quantity (sq.meters)	**Growth (%)**	**Value (Rs)**	**Quantity (sq.meters)**	**Growth (%)**	**Value (Rs)**
2002	24.86	-	2007.71	-	-	820.11
2003	25.20	1.36	2042.02	16.74	5.13	891.47
2004	25.56	1.42	2113.80	17.60	2.03	899.78
2005	26.36	3.12	2246.16	18.06	3.32	942.52
2006	27.23	3.30	2380.38	18.64	3.37	1010.17
Average	**25.84**	**2.30**	**2158.01**	**17.76**	**3.46**	**912.81**

(Source: National Household Survey 2002-2006, Textile Committee)

Table 1 Per capita purchase of all textiles at all India level

From the table, it is clearly inferred that the per capita purchases in term of quantity and value have increased from 2002 to 2006 with an average growth rate of 2.30 percent per annum in the case of urban areas while it was 3.46 percent in rural areas.

1.7 RNCOS' Market Research Report

From the new market research report by RNCOS titled, "Booming Retail Sector in India", the following conclusions can be derived:

- Number of shopping malls is expected to increase at a CAGR of more than 18.9 percent from 2007 to 2015.
- Organised retail market in India is expected to reach US$ 50 billion by the end of 2011.
- The rural market is projected to dominate the retail industry landscape in India by 2012 with total market share of above 50 percent.
- The third party logistic market (driven by the expanding retail market) is forecasted to reach US$ 20 billion by the end of 2011.(Retail)

1.8 The Long Road Ahead

According to the experts from industry, the next phase of growth is expected to be contributed by rural markets. Rural India will account for almost half of the domestic retail market, valued over US$ 300 billion. It is set to witness an economic boom, with per capita income having grown by 50 percent over the last 10 years, on account of rising commodity prices and improved productivity.

According to retail and consumer products division of E&Y India, basic infrastructure, generation of employment guarantee schemes by the government, better information services, improved connectivity and access to funding are also bringing prosperity to rural households. According to Ramesh Srinivas, national industry director (consumer markets), KPMG India, the rural market, product design will need to go beyond ideas like smaller sizes (such as single use small packets) to create genuinely new products.(Rural Retail in India)

Chapter II

2.0 Problem Focus

While the fastest growth and development of retailing environment, understanding the psyche of customer is critical for today's business and environment. Aggregate or macro level information may mislead, so understanding at individual customer level is desirable. It is generally observed that customers have a wide range of choices for purchasing apparels and they have no clear vision to what they buy. Today's consumption in young Indian consumer has no limits - they work hard and spend money for more non-essential products and it is been a driving factor and evolution in the Indian Apparel Retail sector.

2.1 Objectives of the Study

Fashion changes rapidly from time to time. The consumer demand varies from demographic, geographic and social cues. The aim is to understand consumer behavior of Indian consumer's in the age of 15 – 25. It is divided into two sub groups, 15 – 20 College going consumers and the second one is 21 – 25 young and employed consumers. This study brings the difference between the two groups of consumers and to understand their preference. The study also aims to determine the awareness of social responsibility and green fashion among Indian consumers.

The aims of this study are:

- To understand some of the driving factors of consumerism in India**.**
- To understand the buying decision by individual in the groups (a. 15 -20 b. 21 – 25).
- To study the attributes or sensory feelings of consumers towards Indian and western apparel.
- To know whether and how some demographic variable of the respondents have influence in buying brand or non-branded apparel products.
- To know the role of family members, friends and peers in information search about the apparels.
- To understand the lifestyle and consumption pattern of Indian consumers and what the future might look like.

2.2 Limitations of the Study

The present study was confined to study the behavior and awareness towards ethical fashion among young Indian generation; hence extrapolation of the results may not be possible since there is a wide difference in customer preference, behaviour, and the factors like socioeconomic, demographic and psychographic across regions. The study is limited to

Tamilnadu State only; it is suggested to carry out research in a larger scale to find out results across regions. The study was completely consumer oriented and data collection was done by personal interview method. However, serious attempts have been made to minimize the error at every facet of the study right from defining the problem and incorporation of exact words in the interview schedule to final expression in questioning the consumers. The study is limited to the people who have completed high school education and respondents in middles class and upper middle class group.

2.3 Research Methodology

A study can be initiated with a proper design and methodology to bring out the suitable findings which are reliable and applicable to solve the problems and useful to carry out further research of interest. It needs a careful analysis of the consumer through which the results for the present study can be crystallized for framing suitable solutions. In this chapter, a brief description of the research methodology adopted in selection of the area, sampling of customers, method of data collection and the tools used for data analysis are presented.

2.3.1Selection of the Study Area

This study was conducted in 10 cities across Tamilnadu. Tamilnadu is one of the biggest states having a wide range of industries from Automobile, Electronics, Information Technology parks, Textile parks and Engineering product manufacturers. Literacy rate in the state has grown up and it houses largest number of educational institutions in India.

2.3.2 Sampling Design

The sample population was the consumers, in the age of 15 – 25. The sampling was adopted to cover a sample size of 200 in each segment (100 male and 100 female). The survey was done through social networking sites/online link to consumers working in different companies to have stability of response. The sample was heterogeneous to some extent as it includes male, female, and people from different distances, educational status, and occupation and income group of regular and occasional buyers.

2.3.3 Type of Data Collected

The type of data is Primary data which is collected through the questionnaire.

2.3.4 Method of Data Collection

Well-structured questionnaire was framed and used for collection of data (Appendix). The consumers were contacted through e-mail and in person. They were given a brief introduction about the purpose and importance of the study. Enough time was given to them to think over the answers for the questions to have reliability of response. Details regarding demographic, economic, social, physiographic and behavioral characteristics of the consumer, consumer's awareness, buying behavior and preferences for buying apparels were taken as part of the survey.

CHAPTER III

3.0 Review of Literature

In this chapter, the concepts relevant to the present study are compiled and presented in a logical order. To support and enrich the theoretical orientation of the present study, an attempt was made to review similar and relevant past studies and literature available in books, scholarly journals, magazines, newspapers and other resources. The concepts are related to:

3.1. Retailing

3.2. Retailer

3.3. Promotion

3.4. Sales promotion

3.5. Consumer

3.6. Buying behavior

3.7. Awareness

3.8. Consumer service

3.9. Consumer preference

3.10. Consumer satisfaction

3.1 Retailing

Berman defined retailing as business activities encompassing the sale of goods and services to the end consumer for personal, family or household usage. (Barry Berman)

Retailing involves the sale of goods/merchandise for personal or household use, may be from a fixed location such as a division store or kiosk, or away from a fixed location and related sub-linked services. (Retailing definition)

Retailing is performing business activity which involves in selling goods or services to the final consumer. (Dale M. Lewison)

Retailing comprises of crucial action and steps required to deliver the final product or services to the consumer. (Patrick M. Dunne)

It is defined as an established business activity, which adds value to the products and services sold to the consumer for their private or domestic use. (Michael Levy)

India has family run retail stores, they are small and it did not have interconnected branded shops until late 1990s in rural and some urban areas sales people would carry all the textile products in a bicycle and sell it to people at their homes. After 1990s, India witnessed growth in branded retail shops, which opened up their retail outlet in cities and people started to visit the stores to buy clothing and fashion. The branded retail shops are opening up in both cities and villages creating brand awareness among consumer with their changing lifestyle.

Today Indian retailing sector is worth $353 billion in 2010 and the growth rate is projected at 11.4% by BMI India, a leading retail consultant. The industry is on the road of development by creating thousands of jobs across the country. The retailing like other sectors is creating a huge consumer experience which is on parity to International standards. There is a huge opportunity for multi-brand retailing in India, once it happens the retailing sector will generate additionally 1.2 million jobs across the value chain. (Nimish Tanna)

3.2 Retailer

Some of the interpretations of who a retailer is, are given below -

Swapna defined retailer as a “dealer or trader who sells goods in small quantities or one who repeats or relates”(Pradhan)

Retailer is one who makes first-hand business with the customer. (Vedamani)

One who links the manufacturer and the final consumer is known as retailer. It may be a person, agent, agency, company or organization which is involved in supplying the goods or services to the end consumer. Retailer is responsible to arrange the required assortment of products by understanding the consumer preference with the available market information. (Chetan Bajaj)

Kotler defined, retailer is who involves in selling of goods or service directly to the end consumer for their domestic and non-business use. (Kotler)

Any business firm that aims in directing its marketing efforts in the direction of final consumer for the purpose of selling goods or services are called as retailers. (Dale M. Lewison)

Retailers are the final business in the distribution channel which links the manufacturer to consumer. The distribution channel is a group of firms that assist the movement of products from the place of production to the point of sale and to the final consumer. They aim to meet the consumer demand and satisfy it by having the right merchandise, at the right price, at the right place, when the consumer needs it. (Michael Levy)

In commerce, a retailer buys goods or products in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells individual items or small quantities to the general public or end user customers, usually in a shop, also called store. Retailers are at the end of the supply chain. (knowledgerush)

The organized retailing is gaining momentum in India with the presence of large International players. Unorganized (Small shop run by individual or family own business without any interconnectivity) retailing had a large presence in Indian market for a long time in both rural and urban areas. The Government of India has allowed a 51% Foreign Direct Investment in the single brand retailing sector. The Companies like Wal-Mart, Tesco and Carrefour are asked to invest in the back end operation of retail in India. The retail industries provide employment to over 33 million people.(KPMG).

3.2.1 Top retailers in India

3.2.1.1 Pantaloon retail

Founded by Future group, it has over 1000 stores across 73 cities and has 30, 000 employees across India and with a turnover of US $ 278 million. They operate in different retail segments such as Food & grocery (Big bazaar, Food bazaar), Home solutions (Hometown, furniture bazaar, collection-i), consumer electronics (e-zone), shoes (shoe factory), Books : music & gifts (Depot), Health & Beauty care services (Star, Sitara and Health village – to be launched), e-tailing (Futurbazzar.com), entertainment (Bowling co.)

3.2.1.2 K Raheja group

The company started its retail operation with Shopper's stop, which was India's first departmental store in 2001 with a turnover of US $ 350 million. They have 39 stores in 17 cities and also signed with Nuance group for airport retailing. The group has launched it new retail format in the areas like home furnishing, décor and furniture's (Homestop), Foods, Homeware, Home entertainment, Hi-tech appliances, sports, toys & Fashion(HyperCity).

3.2.1.3 Tata group

Introduced India's first organised food & grocery retail with Foodworld stores in the year 1996. Fashion & Home furnishing under the Brand Westside is present across the leading cities.

3.2.1.4 RPG group

RPG started by collaborating with Tata to start Foodworld stores across the country in 1996, after the disassociation with Tata group now it has Spencer's Hyper, Super, Daily and Express formats and Music World stores across the country.

3.2.1.5 Landmark group

Launched in 1998 in India, it is a 3.8 billion dollar company with 100 stores across various retail formats.

3.2.1.6 Bharathi-Wal-Mart

50:50 joint ventures by Bharathi and Wal-Mart, with Wal-Mart taking care of the back end operation and Bharathi will look after the front end operations of the retail. Both have agreed to invest $ 7 billion to create one of the largest retail networks in the country by opening 100 hypermarkets and a number of small stores.

3.2.1.7 Reliance

The company is new to retail environment and it has 560 retail fresh stores with a turnover of US $ 100 million. The company has launched hypermarkets in big cities.

3.2.1.8 A V Birla groups

A leading fashion retailer with brands like Louis Phillipe, Van Heusen, and AllenSolly, Peter England, Trouser town and Madura garment is a subsidiary of Aditya Birla Nuvo Ltd. The total turnover of retail operations of the group is about US $ 378 million. The group has recently brought Trinethra a food & grocery chain stores, it has 400 stores in the country. The group has its own supermarkets and hypermarkets ('More') with 600 supermarkets and 9 hypermarkets across India.

3.2.1.9 Metro

The first company to bring in cash and carry business operation in India started in 2003 with only two distribution centres in Bangalore, Karnataka State. It has more than 18000 product assortments in food and non-food categories at the best wholesale prices. They operate six cash & carry centres in Bangalore, Hyderabad, Kolkata and Mumbai.

3.2.1.10 Viveks Ltd

The largest consumer electronic and home appliance retail chain in India, they have 44 stores in Southern India with a total turnover of US $ 40 million. (Pandey)

International retailers are looking for business in India; the only obstacle for them is to find the right Indian partner. And many International brands such as Hugo Boss, Calvin Klein and DKNY Jeans which has Indian partners are looking for new and additional partners. The main reason of failures is the Indian retail partner promises large expansion plan and good returns to the international brand in the beginning, and later the commitment is not met over the years. And the Indian retailers have to invest on the logistics and distribution also with no support from International retailers. (CNBC)

3.3 Promotion

It is an important component of an organization's marketing mix which is used to communicate about the product to the market or an organization which aims in selling the product in anticipation that the consumer will buy them for their need or demand. (Michael J. Etzel)

It is a way of communicating the information about the product from the seller to a potential buyer or others in the channel to influence in the buying of a product. Promotion aims to identify the potential consumer, and to inform them the right product is available at the right place and at a right price.(William D. Peneault)

Promotion is all about giving information about a product, product line, brand or company to the consumer using a proper communication method. It is a key aspect of marketing mix. For example RMKV Silks, a retail outlet promotes traditional silk using handloom weaving techniques for their bridal collection which makes the saree rich in appearance and attracts people. A television advertisement about the product and its manufacturing process creates awareness among the consumer; the store also displays an information board in the window display along the saree. The main purpose being to communicate its new bridal collection among the women's, and the brand was successful in it. (RMKV Silks) Pothy's store uses leading film actress for television advertisement to attract female consumers.

3.4 Sales Promotion

Some of the interpretations of what sales promotion is, are given below -

Kotler defined sales promotion as a "short-term incentive to encourage purchase or sale of a product or services". (Kotler)

Sales promotion is used by manufacturers to assist the movement of products to wholesalers and retailers are called internal sales promotion, and movement of products from the retailer to the ultimate consumer are called as external sales promotion. (Singh)

It refers to communication strategies which are designed to attract, an added value, or incentive for the product to customers. Sales promotion assists with other promotional activities carried out by the store. (Chetan Bajaj)

The media Industry in India is growing at a very faster rate in the recent years with advancement in technologies, providing a wide range of choice in terms of region, religion and language to the audience. The increasing literate population, growth in the economy has assisted to an increase in the consumer using different mass media form like newspaper, radio and television. New media such as Internet and mobile phones had made a significant impact for sales promotion since 2000. India is a secular country; there are many people with different religions. The retailers give special discount on different festival occasions and attract consumer accordingly. The Indian consumers are regarded more value-conscious compared to western consumer. Whenever the Indian consumer gets an opportunity to interact with the brand, he/she evaluates it a lot more before buying it because they look for value. For some product categories, consumers are looking for more information, they ask about the feature/attributes about the product. They look for an experience, than the product itself. And most of the retailers in mall complain that they have so many footfalls, but people are not buying it. It is very important for the retailers to understand and communicate effectively to the consumer to make him buy and sales promotion will assist it.

3.5 Consumer

Some of the interpretations of who a consumer is, are given below -

Bhatt (1985) defined consumer as an individual who consumes goods, whether produced by business unit or created by nature resources such as air, water, food and utilities offered by the government and business organizations like hospitals, religious, educational and other voluntary organization, etc.

Consumers are represented by people in families and other kinds of household who buy and use products and service to meet their need and wants. (Cravens)

Consumers are individuals and households who buy goods and services for personal consumption. (Kotler)

The Indian consumers are classified into five categories based on their income level by a McKinsey report taken from Indiantake blogspot. It includes low level consumers (up to US $160 per month), lower middle level (US $ 165 – US $ 370per month), middle level (US $ 370 – US $ 910per month), upper middle level US $ 910 –US $ 1850 per month) and high level (aboveUS $ 1850 per month). India will continue to be young not like Europe and Japan, and there will be increase in smaller size household as families are not having any joint family (extended family composed of parents, their children, and the children's spouses) system which is traditional until late 1980’s. It is generally observed that Indian consumers are becoming social consciousness, and they use traditional media like internet and mobile to know about the brands. The consumers are multi-taskers; they use two or three media at a time comfortably. (Indiantake blogspot)

India has large share of young population starting from the age of 15 – 25 who tend to shop more in recent days. The increase in salary class people has also created a new platform of consumers. More and more people move into cities in search of better education, lifestyle and jobs. It is generally observed that Indian consumers are lacking information on brand and quality. They regarded price as the foremost reason to buy fashion products, however today, consumers have become very conscious about quality and brand which shows the inclination of Indian consumers towards branded products.

3.6 Consumer Behaviour

Some of the interpretations of what is a consumer behavior, are given below -

It is a field of study concentrating on consumer activities. (Rogers D. Blackwell)

Consumer behavior is defined as a study of responses by individual towards a product or service. (Kardes)

Consumer behavior is to understand how a consumer makes decision to buy a goods by using the available resources such as time, money, and effort for buying, using, and disposing goods and services. (Chetan Bajaj)

It is a decision making process of an individual physically by engaging in assessing, buying and using or disposing the goods and services. (David L. Loudon)

It is defined as a combination of emotional, mental and physical activity of an individual for purchase and use of goods and services for a demand or need. (Shukazmi)

Consumer behavior is associated with the culture and economy of a country. Economic growths in India and young Indian population over 21 years have influenced the consumers to spend and buy more. Consumers are influenced by their friends and socio cultural environment. More spending options are growing among Indian consumers which induce higher spending on gaining status. Indian consumers were more careful in lending and now this attitude is changing with more credit options in the form of Credit cards and loans. The behavior has western influence among the Indian consumers; foreign brands have penetrated the market and acquire a good share.

In recent years, there is a large shift in consumer behavior among Indians due to enhanced awareness and information technology. Lifestyle among rural consumers has changed dramatically with influence of socio-economic conditions, cultural environment, education level, occupation and wide media coverage. There is an increase in working women after 1990’s, they are proving to be equally good as men, and make their own decision to buy things which they need. Yet Indian consumers think before they buy, they are more cautious in spending. Retail was successful in west during late 90s to 2007; people spend more as they had credit cards and finance options available for them. Western people spend more than what they use to earn and with less money to save, Indians on the other hand are always cautious of what they buy and spend less and save more for their family and spouse. International branded retailers are successful to some extent in the Indian market of this reason and they could not cash out more profits as expected. Even though westernized culture has impact on Indian consumers still the bridge of spending is more cautious and keeps the International brands guessing what is going to be the future on how the sustainability of business is taking effect on them.

3.7 Awareness

Some of the interpretations of what awareness is, are given below -

Trying to gain attention of a brand and creating its image for a positive consumer response is defined as brand awareness. (Jay D. Lindquist)

Lack of education affected the level of awareness among people about fashion products, today due to increase in the literacy rate and advent of mass media; consumers have got good awareness about each product group and its associated brand. With the increase in connectivity and information on the foreign brands, younger generation is also spreading the word to other people by using various social marketing sites. But the luxury market is only seen in big cities like New Delhi, Mumbai, Bangalore, Chennai, Hyderabad and it attracts only very few in this large Indian population. Manyconsumers in India are aware of foreign brands, but they are unable to distinguish the feature or value in the products and they prefer to buy only the famous brands. And most of the Indian consumers buy luxury goods for its brand value not to make a fashion statement. Malls are the next source of creating awareness about fashion products, malls were started in 2002 in big cities but the concept penetrated into smaller cities quickly with a very fast growth rate. Technology and media has also aided in creating more awareness about fashion among teens across the country. Social networking sites and mobile phones with 3G have become a boon for the younger generation and some old people to gainawareness about the brand.

Consumer has gained knowledge about their rights. Government of India has setup consumer protection under the Department of Consumer Affairs to create more awareness and to address the problems systematically. People have also started various clubs / forums across the country apart from the government, they help the consumers by providing legal advice and directing them to the concerned grievance cell. Consumers can call for any help through a nationwide help line number and is promoted through mass media at regular intervals.

3.8 Consumer Service

Some of the interpretations of what consumer service is, are given below -

Levy and Weitz (2002) explained that customer service is a set of activities and programs undertaken by the retailers to make the shopping experience more rewarding for their customers. These activities increase the value customers receive from the merchandise and services they purchase.

Kotler (2005) expressed that a service is any benefit or activity that one party can offer to another, which is essentially intangible and does not result in ownership of anything. Its production may or may not be tied up to a physical product.

Most of the retail shops in India are successful because of their service to the consumer/customer, by various incentives and in store help. Right from the doorstep when a customer enters a retail outlet, a customer service person is available to the customer and he asks them their needs politely. After hearing to the customer the service person guides themto the exact section and requests one of the floor sales representatives to help the customer and the service person returns back to the doorstep with a smile to receive the next guest. In some of the shops they offer the customer with cool drinks/ tea according to the temperature outside and make them feel comfortable. All these attributes makes a consumer to shop at the store and return again next time to the same outlet.

3.9 Consumer Preference

Some of the interpretations of what a consumer preference is, are given below -

Elling (1984) explained consumer preference as that “character of a consumer which, when the product preferred by him was not available with one dealer, made him to walk to other dealer for the same product”.

The way consumer is fulfilled or unhappy about a product after his purchase is called as customers’ preference. Once the customer likes the product there are more chances of purchasing it again. (Kotler)

International brands like Diesel, Armani, Gucci etc., have opened up stores in all major cities, these stores have a wide range of collections which are suitable for the Indian consumers. Domestic brands have also stepped into the market with different variety of products according to the region and culture. Brands are expanding their presence from urban market to rural market to reach the consumers. In the past consumers were not provided with comprehensive list of products and so there were no special preferences. In today’s context, there is wide range of variety and brands for the consumer to choose and hence the preferences of consumer have a wider importance. It was sellers’ market during 1990s and now its buyers’ market.

3.10 Consumer Satisfaction

Some of the interpretations of what consumer satisfaction is, are given below -

According to Kotler and Armstrong (2003), Customer satisfaction is an index for the product on how it matches with the expectations of the buyer. If the product performs to the expected level, the buyer is happy.

According to Berman and Evans (2004), It is a how a product is matching to the expectations of the customer.

More stores have started to develop customer friendly policies, well trained store assistants, good store atmosphere and range of loyalty programs to satisfy the consumers. Before leaving the store a service person at the store enquires the feedback from the consumer about the shopping experience and they try to improve it. (More than consumer satisfaction, it is consumer delight that is being thought by the Indian retailers so that the consumer visits their store again which improves the loyalty of consumer.

Chapter IV

4.0 Results and Discussion

The data collected from 200 respondents were analyzed in accordance with objectives of the study. The results are presented and discussed in this chapter. For the effective presentation of results, different sections were framed as furnished hereunder.

4.1 General data

As stated in the methodology, questionnaire were given to 200 respondents as classified in the below table

Age group	15 - 20	21 - 25
Male	50	50
Female	50	50

Table 2 Respondents age group wise

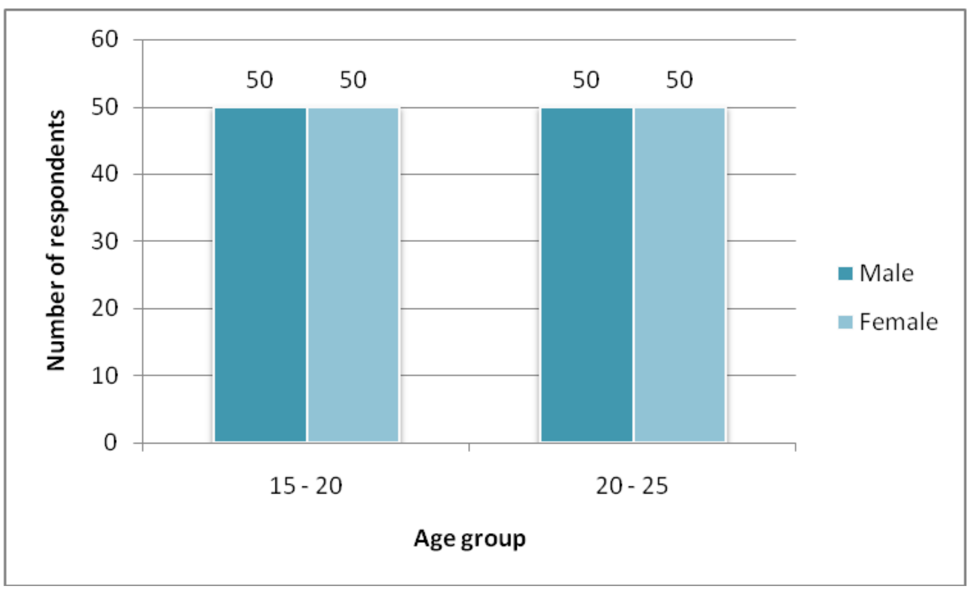

Figure 1 Age group sample size

4.2 Income group

There is a steady increase in the income group in the middle class and upper middle class sector. Creation of jobs in Engineering industry and ITES services have provided employment to many youngsters and there is a change in the income level and more population have migrated from middle class to upper middle class and new middle class people.

Income category	Number of respondent
Below 1 lac (US $ 2200)	20 (20%)
1 to 2 lac (US $ 2200 – US $ 4350)	21 (21%)
2 to 4 lac (US $ 4350 – US $ 8890)	24 (24%)
>4 lac (> US $ 8890)	35 (35%)

Table 3 Income group in all age group

4.3 Nature of family

In India people are living in traditional homes and mostly they are nuclear or joint family. Nuclear family consists of father, mother and sons/daughter and they can have any number of children. In a joint family is an extended family with many generations living under one roof. Most of the respondents in this survey have a nuclear family with 70 percent and 25 percent live in a joint family

Family type	Number of respondents
Nuclear	70 (70%)
Joint family	25 (25%)
Alone	5 (5%)

Table 4 Family type

4.4 Frequency of purchase by consumers

Interpretation

From the Table 1, it is inferred that consumers in the age of 20 – 25 (34% Male and 50% Female) purchase monthly and second purchase behavior was once in three months with 28.5% male and 22.5% female choosing it. Likewise consumers in the age of 15 – 20 preferred to do shopping once in 3 month once i.e., 26% male and 50% female. It shows that majority of female in both the age group buy frequently.

Age group	15 – 20		20 – 25	
Gender	Male	Female	Male	Female
Purchase interval				
Monthly	10 (20%)	11 (22%)	17 (34%)	25 (50%)
3 months once	13 (26%)	25 (50%)	15 (30%)	11 (22%)
6 months once	12 (24%)	6 (12%)	5 (10%)	5 (10%)
Need based	10 (20%)	4 (8%)	5 (10%)	3 (6%)
Special occasions	5 (10%)	2 (4%)	7 (14%)	5 (10%)
Other	-	2 (4%)	1 (2%)	1 (2%)

Table 5 Frequency of purchase

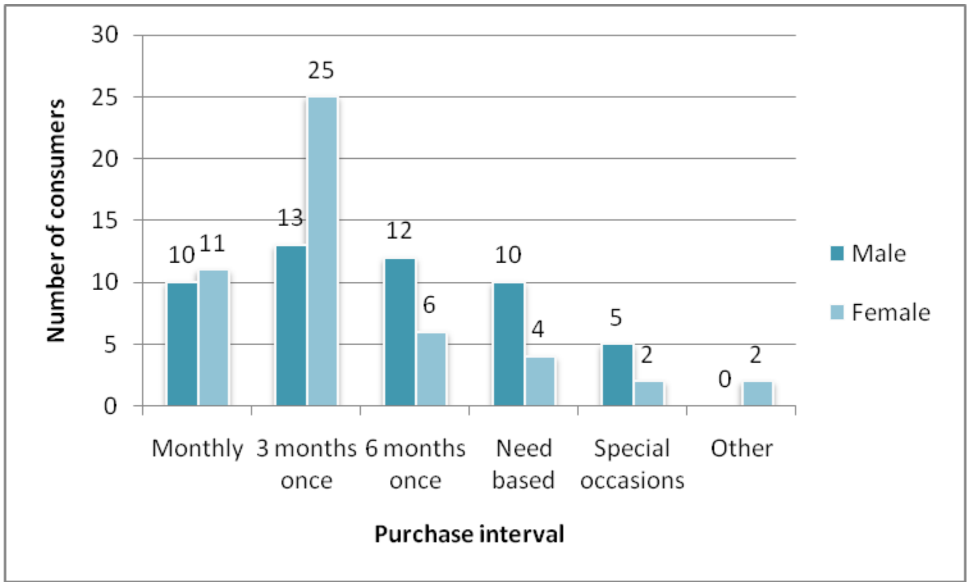

Figure 2 Age group 15 - 20, Frequency of purchase

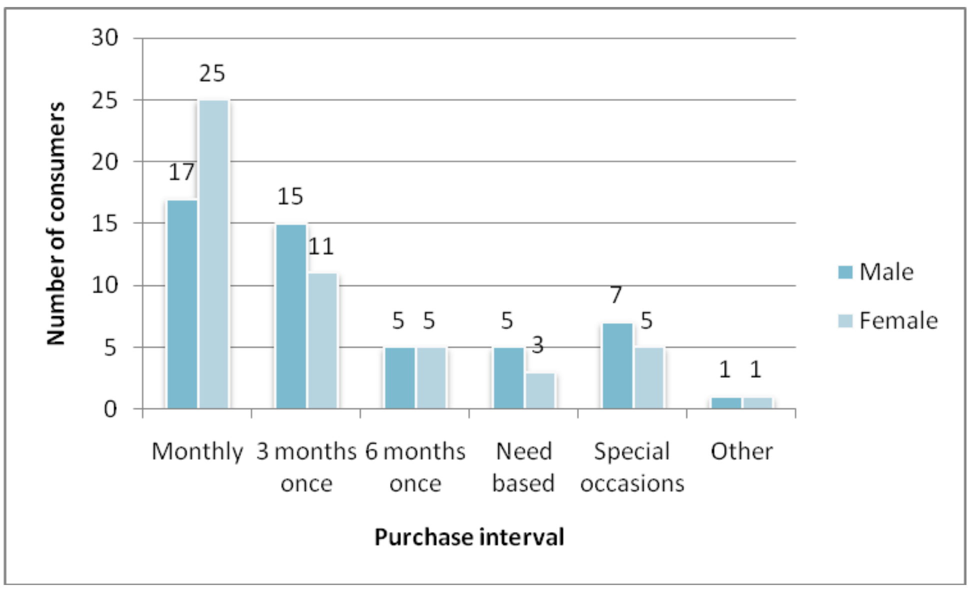

Figure 3 Age group 21 - 25, Frequency of purchase

4.5 Reasons for not buying apparel regularly (once in a month)

Age group	15 - 20		20 – 25	
Gender	Male	Female	Male	Female
Reasons for not buying apparel regularly				
Distance	8 (16%)	5 (10%)	7 (14%)	13 (26%)
High Price	22 (44%)	17 (34%)	16 (32%)	12 (24%)
Non-availability of range of apparels	15 (30%)	23 (46)	25 (50%)	23 (46%)
Others	5 (10%)	5 (10%)	2 (4%)	2 (4%)

Table 6 Reason for not buying Vs. Age group

Interpretation

It could be seen that Consumer in both the age group do not buy apparels regularly (once in a month) as they feel that the expected range of apparels are not available. Second factor could be seen as the price of apparels, which is high.

Therefore, it could be concluded that majority of the consumers look for more product variety with average price.

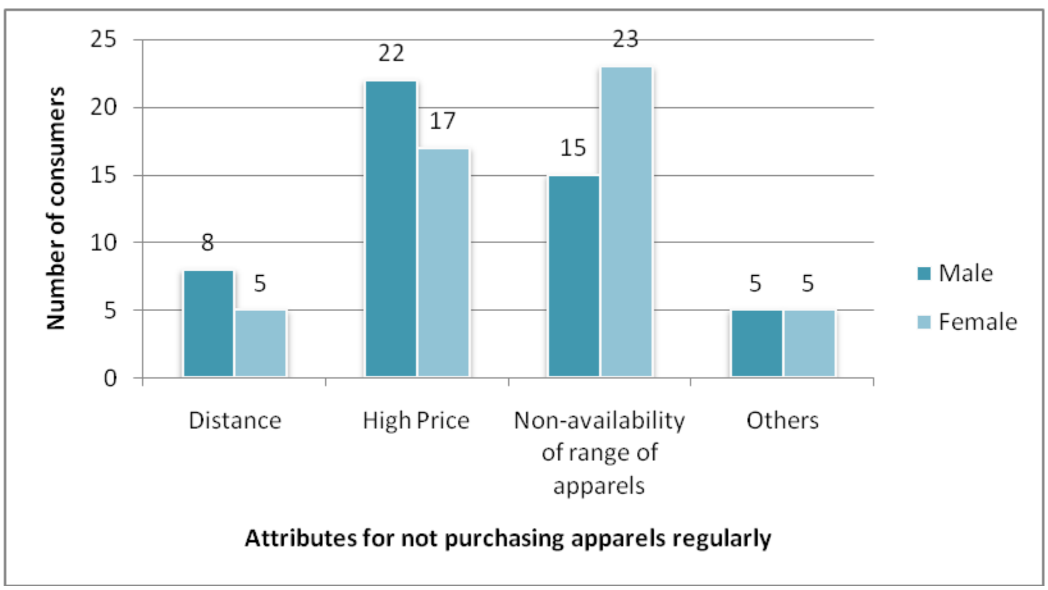

Figure 4 Age group 15 – 20, Reason for not buying apparel

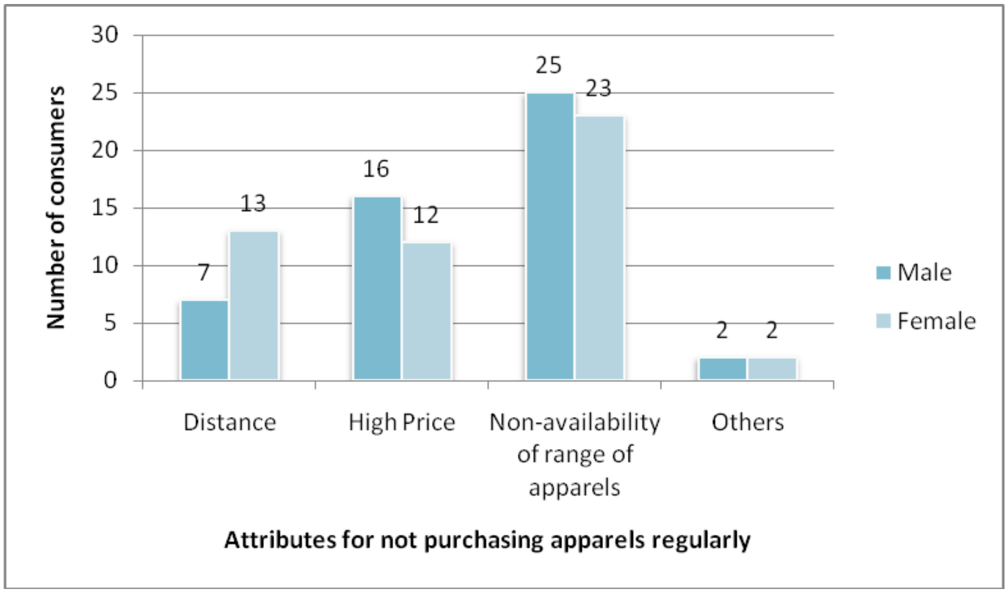

Figure 5 Age group 21 - 25, Reason for not buying apparels

4.6 Type of brand

Buying behaviors towards type of brand by the consumer's mainly depend upon their awareness, perceived quality and brand loyalty about the brand. The behavior towards type of brand is tabulated in Table 7.

Age group	15 - 20		21 - 25	
Gender	Male	Female	Male	Female
Brand type				
Domestic	30 (60%)	33 (66%)	28 (56%)	35 (70%)
International	20 (40%)	17 (34%)	22 (44%)	15 (30%)

Table 7 Brand type Vs. Age group

Interpretation

On an average, 63 percent of the consumers prefer domestic brand, which was followed by international brand (37 percent).

Thus, it is well understood that female consumers prefer to buy domestic brand. Domestic brand understands and manufacture according to the desires of Indian women. It is achieved by combining the traditional style with modern western style, domestic brand gives a new outlook to the dress without taking the pride of Indian culture which makes them more competitive against western dress.

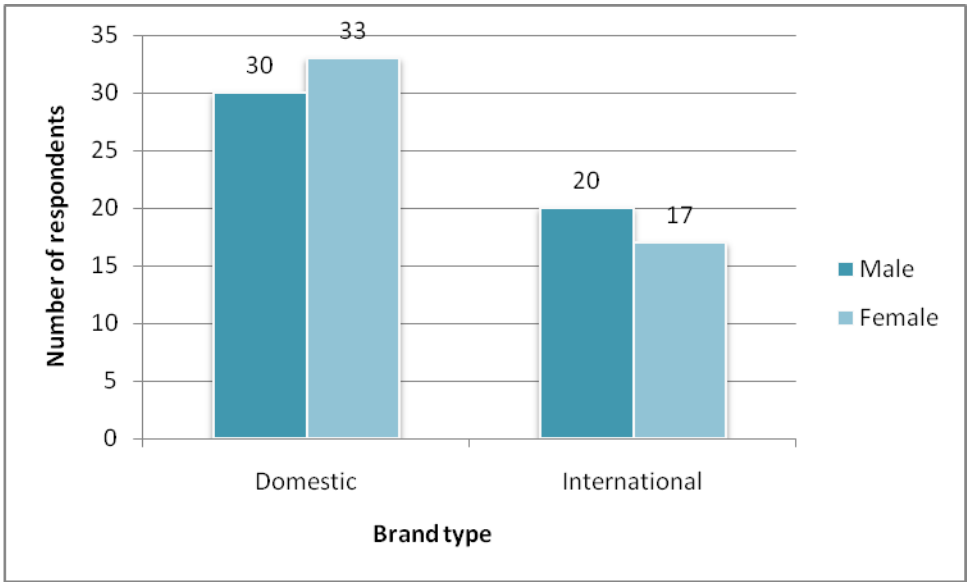

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Figure 6 Age group 15 - 20, Brand type

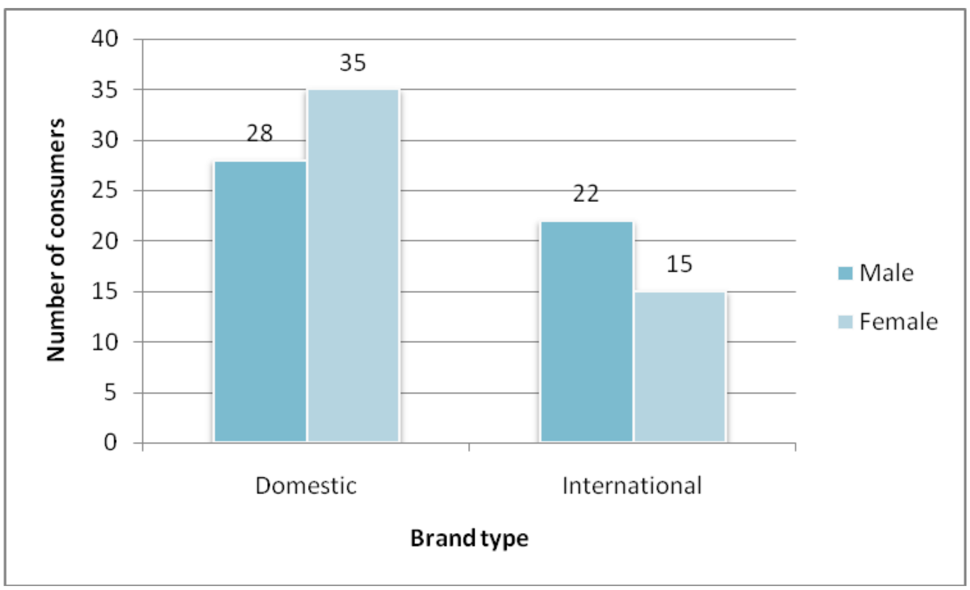

Figure 7 Age group 21 - 25, Brand type

4.7 Source of information about the products

The results regarding information used to know about the product which is influencing the consumer to buy, for the sample consumers are given in Table 8.

Age group	15 - 20		20 – 25	
Gender	Male	Female	Male	Female
Source of information				
Friends and neighbors	13 (26%)	17 (34%)	16 (32%)	20 (40%)
Radio & TV ads	12 (24%)	13 (26%)	12 (24%)	9 (18%)
In-store wall poster	6 (12%)	7 (14%)	7 (14%)	6 (12%)
Newspaper/advertisement	13 (26%)	6 (12%)	9 (18%)	8 (16%)
SMS promotions	4 (8%)	5 (10%)	5 (10%)	6 (12%)
Parents	2 (4%)	2 (4%)	1 (2%)	1 (2%)
Peers	-	-	-	-

Table 8 Information source

Interpretation

With regard to source of information, majority of the consumers get data from friends and neighbors and second most information source is mass media which has hit every corner of the house in India.

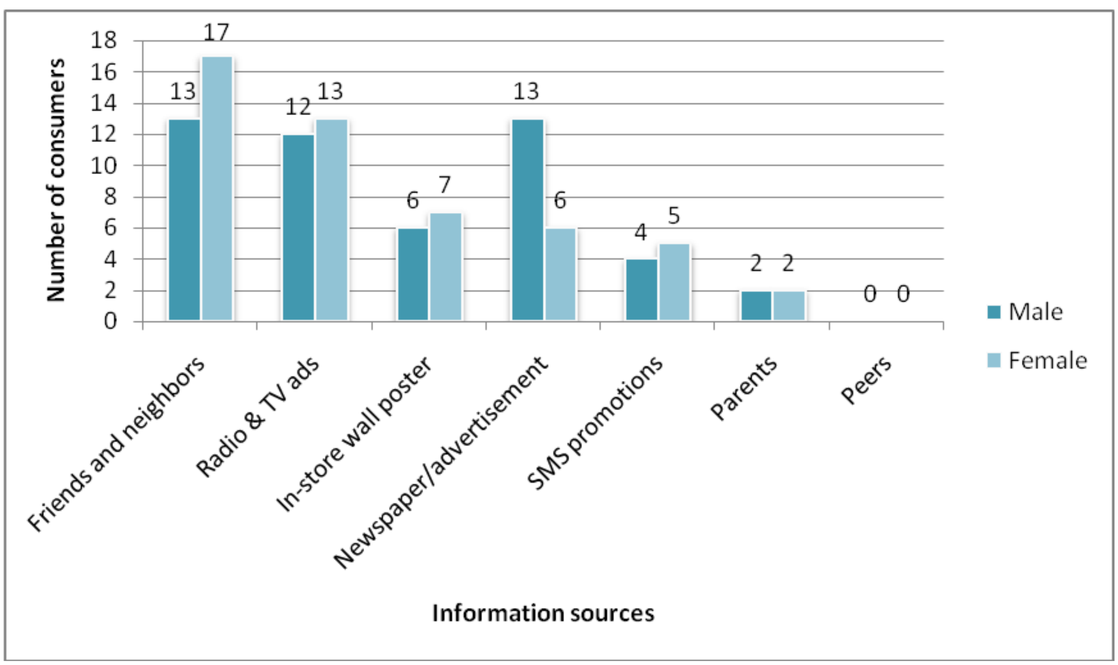

Figure 8 Age group 15 - 20, Information source

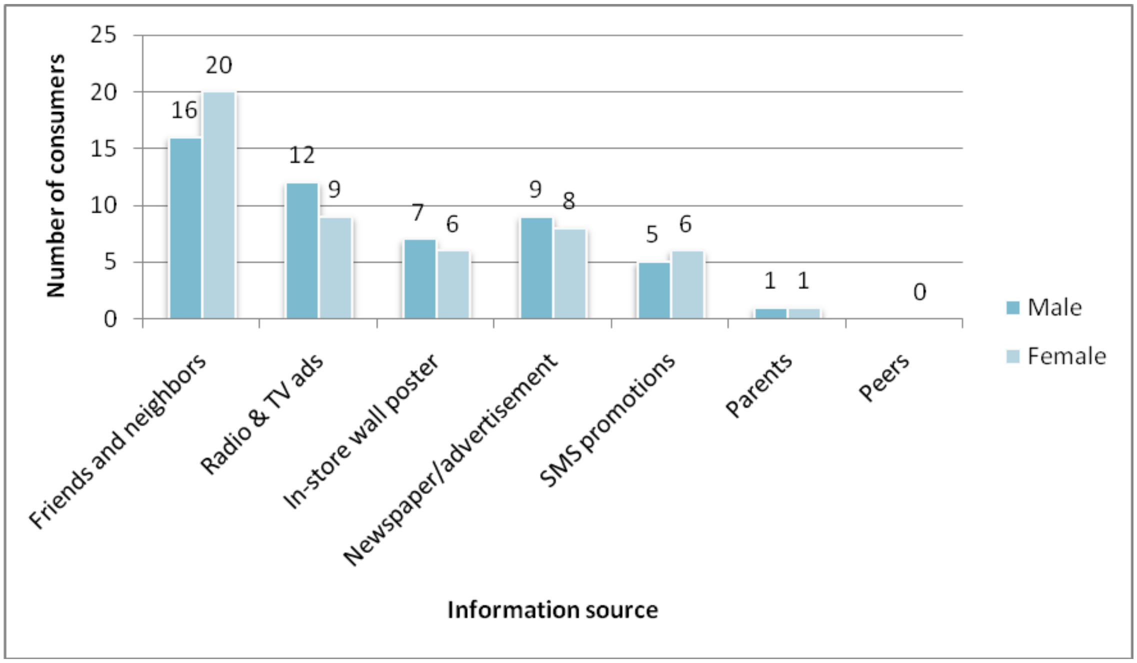

Figure 9 Age group 21 - 25, Information source

4.8 Brand features considered for purchasing

The features of the brand supplemented with quality, value for money, range of apparels and convenience of many items may influence the purchase decisions and directly related with the expenditure on apparels with a specific brand of consumers choice. The details of this factor are presented in Table 9.

Age group	15 - 20		20 – 25	
Gender	Male	Female	Male	Female
Perception towards a brand				
Brand Image	8 (16%)	5 (10%)	9 (18%)	6 (12%)
Quality	12 (24%)	20 (40%)	15 (30%)	18 (36%)
Value for money	15 (30%)	15 (30%)	13 (26%)	15 (30%)
Availability of range of apparels	10 (20%)	8 (16%)	9 (18%)	6 (12%)
Convenience of many items	5 (10%)	2 (4%)	4 (8%)	5 (10%)

Table 9 Perception towards a brand

Interpretation

It could be inferred that consumers think about the quality first and value for money followed by wide range of products when they choose a brand. Female consumers look for good quality and value for money apparels.

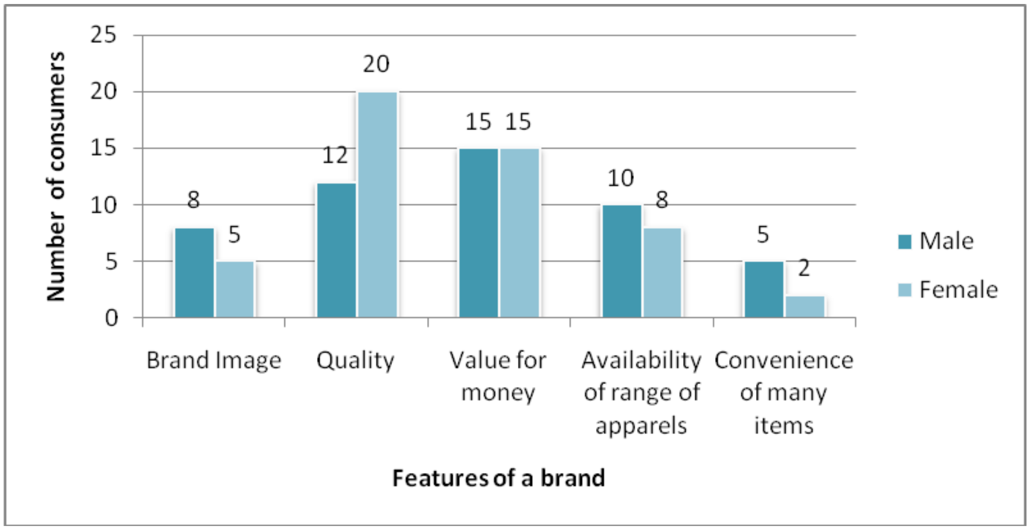

Figure 10 Age group 15 - 20, Brand features

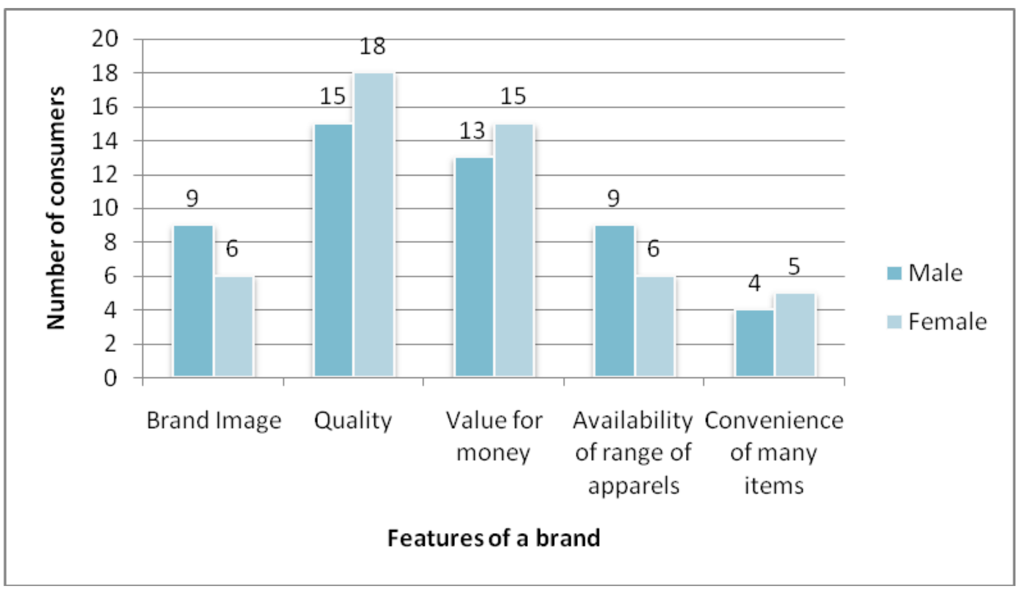

Figure 11 Age group 21 - 25, Brand features

4.9 Understanding the term ethical fashion

It is very much necessary to know what consumers thinking about the term ethical fashion for a sustainable market with a green environment.

Age group	15 - 20		20 – 25	
Gender	Male	Female	Male	Female
Ethical fashion terms				
Apparel with less environmental impact	5 (10%)	11 (22%)	9 (18%)	10 (20%)
Production using green energy	18 (36%)	14 (28%)	12 (24%)	11 (22%)
Production using recycled materials/ materials that can be recycled	8 (16%)	7 (14%)	10 (20%)	9 (18%)
Made by people working in good and clean conditions and with Minimum pay	6 (12%)	5 (10%)	4 (8%)	7 (14%)
Avoids child labour	12 (24%)	10 (20%)	13 (26%)	12 (24%)
Use of traditional techniques which can be conserved	1 (2%)	3 (6%)	2 (4%)	1 (2%)

Table 10 Understanding of ethical fashion term

Interpretation

From the above table, it is inferred that an average of 27.5 percent of respondents knew about ethical fashion by the term production using green energy, followed by the term avoiding child labor with the average percentage of 23.5. Respondents In the age group of 20 – 25 has said they know products which are manufactured by avoiding child labor are ethical fashion.

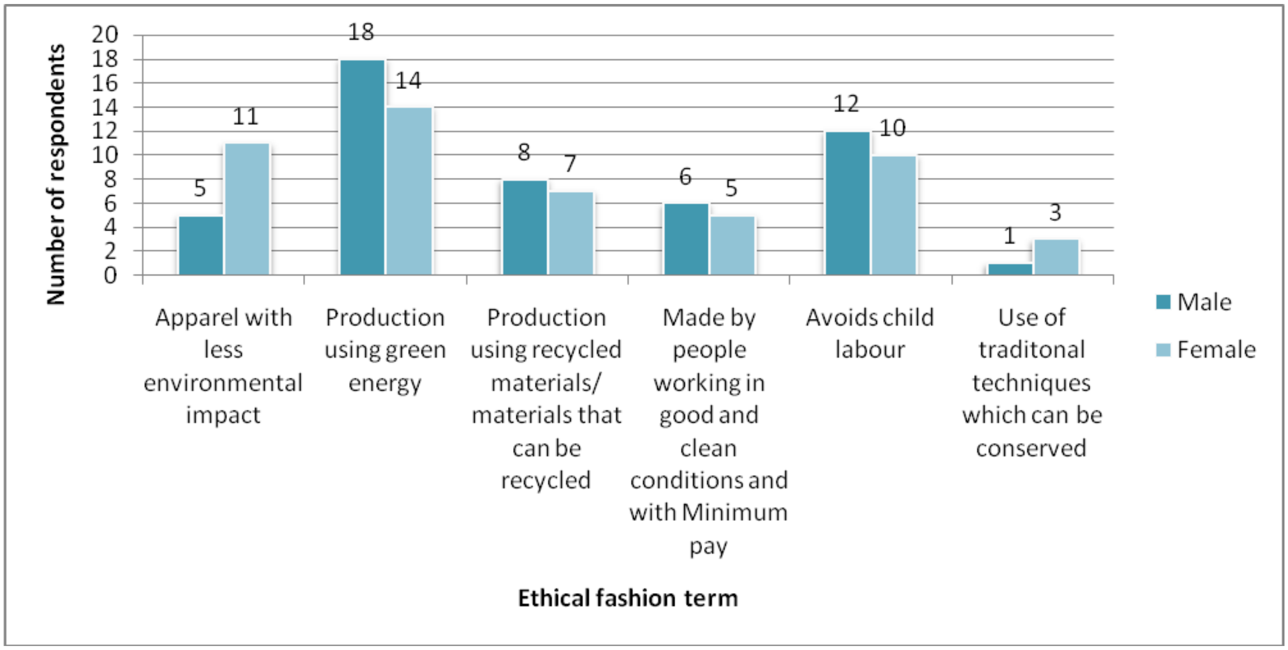

Figure 12 Age goup 15 - 20, Ethical fashion term

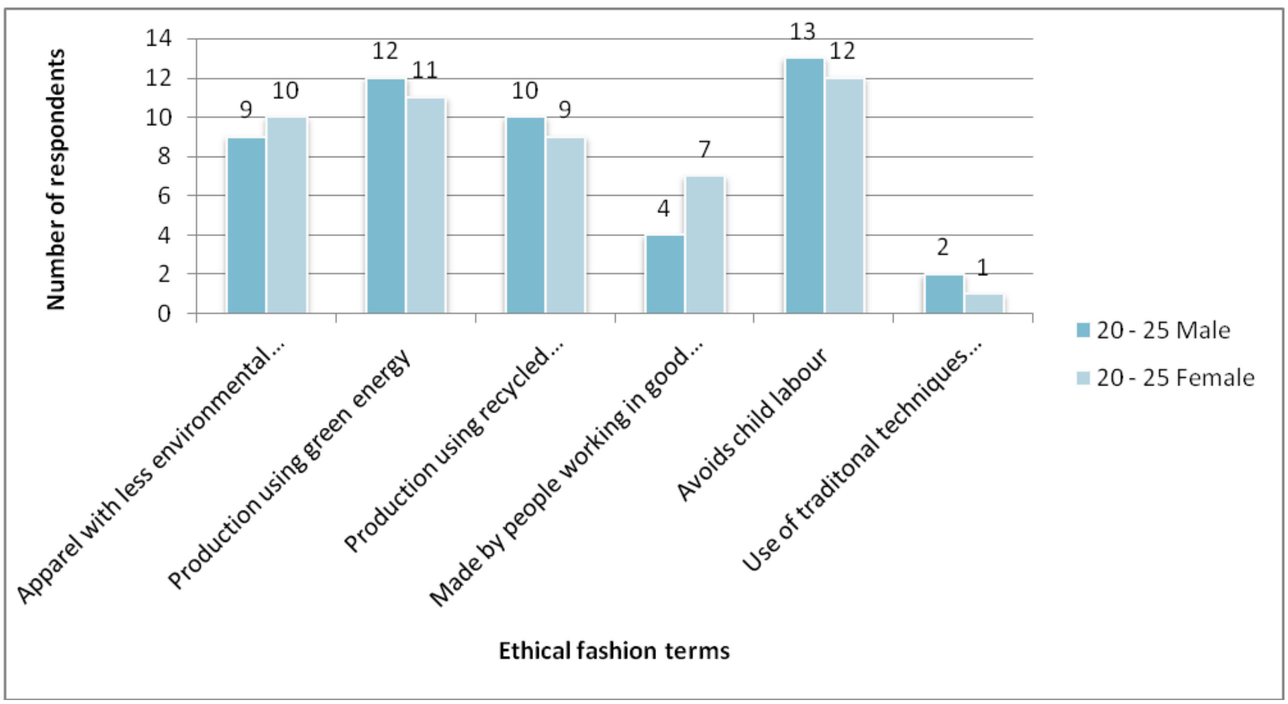

Figure 13 Age goup21 - 25, Ethical fashion term

4.10 Price of Ethical fashion

As there are fewer players in the market with ethical and sustainable products, the pricing of the garments is also a main factor. The details of what Indian consumers think about the Ethical fashion is listed in the table

Age group	15 - 20		21 - 25	
Gender	Male	Female	Male	Female
Price of ethical fashion				
Cheap	2 (4%)	3 (6%)	2 (4%)	3 (6%)
Value for money	7 (14%)	7 (14%)	5 (10%)	5 (10%)
Moderate	6 (6%)	2 (4%)	2 (4%)	2 (4%)
Costly	35 (70%)	38 (76%)	41 (82%)	40 (80%)

Table 11 Ethical fashion Vs. Price

Interpretation

From the Table, it is seen that on an average 77 percent of the consumer felt the price of ethical fashion products are high and an average of 12 percent of the consumer think it is a value for money product. It is inferred that prices are one of the major factor which influence purchase behavior towards ethical fashion.

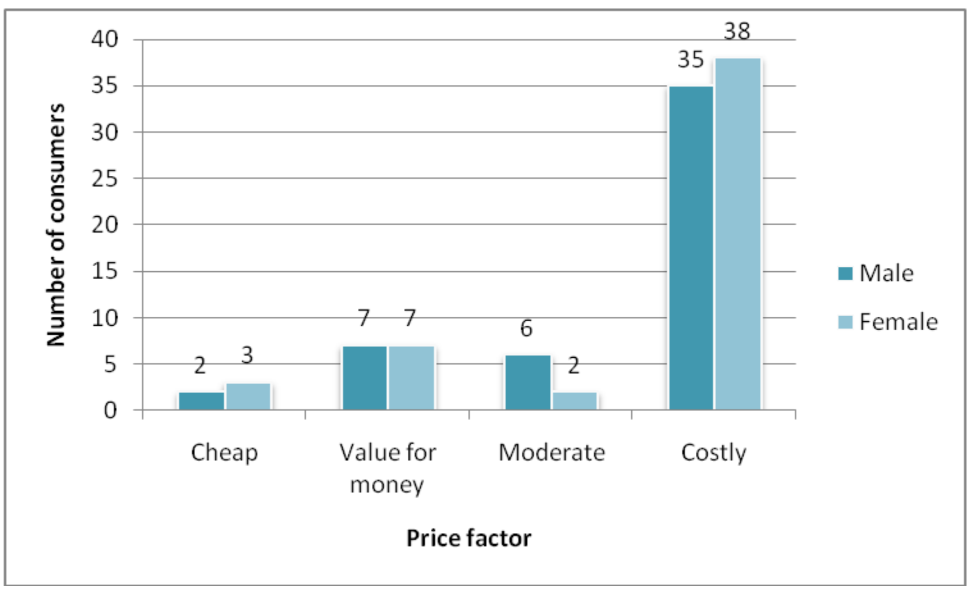

Figure 14 Age group 15 - 20, Ethical fashion Vs. Price

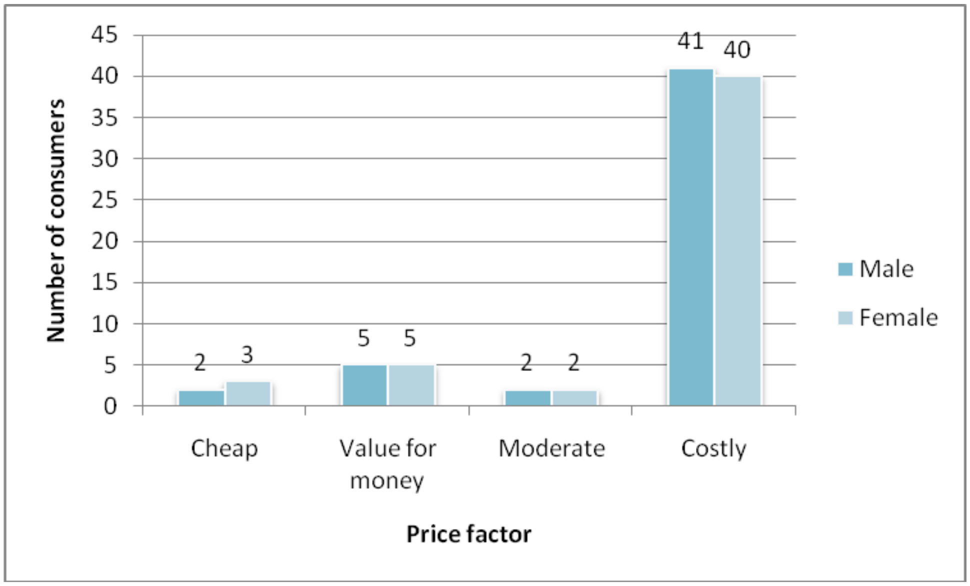

Figure 15 Age group 21 - 25, Ethical fashion Vs. Price

4.11 Purchase of ethical products

The results of how many respondents have brought ethical fashion are given in Table 9.

Age group	15 - 20		21 - 25	
Gender	Male	Female	Male	Female
Yes	15 (30%)	18 (36%)	12 (24%)	25 (50%)
No	35 (70%)	32 (64%)	38 (76%)	25 (50%)

Table 12 Buying decision for Ethical fashion products

Interpretation

It is inferred that on an average 65 percent of the respondent have not purchased ethical products.

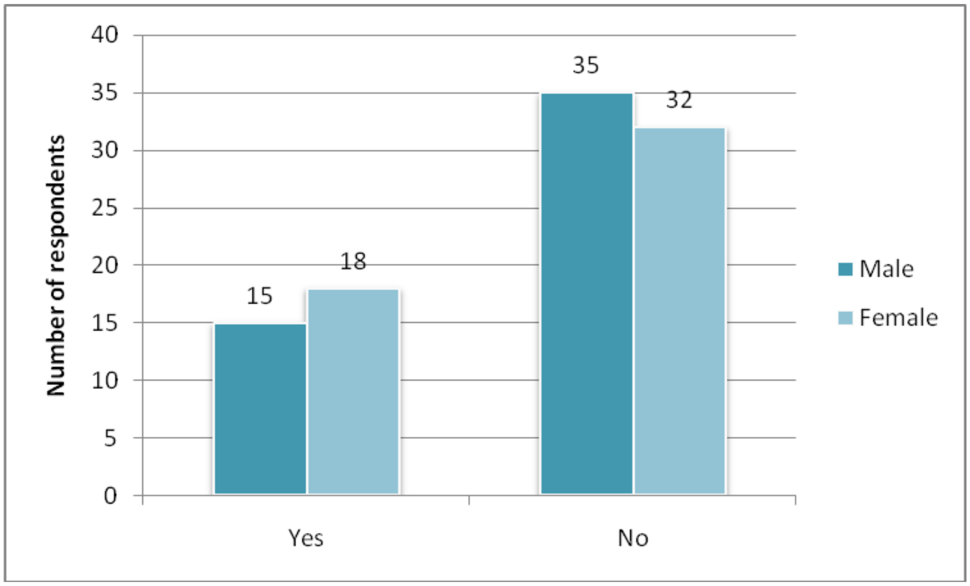

Figure 16Age group 15 - 20, Buying decision for ethical fashion

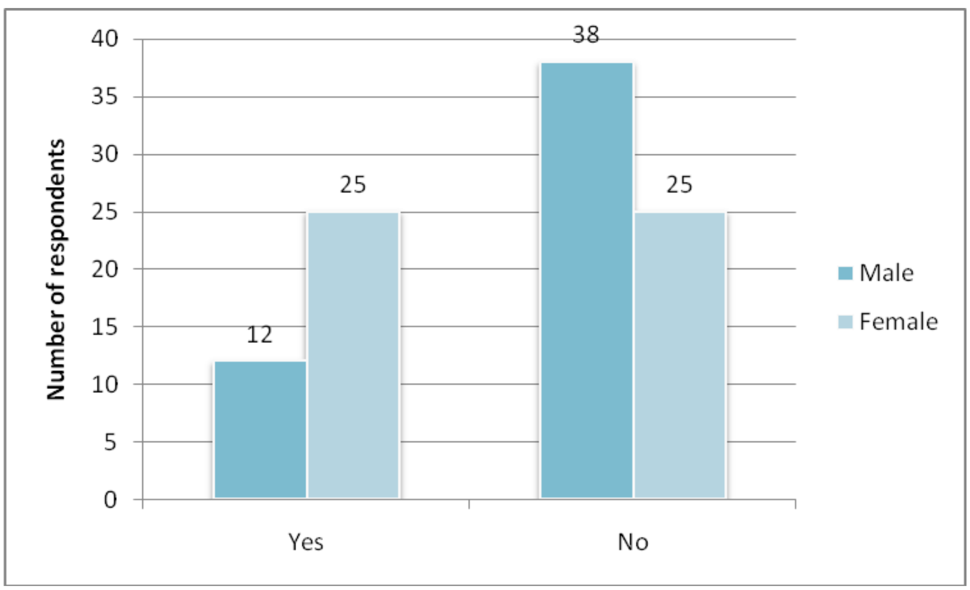

Figure 17 Age group 21 - 25, Buying decision for ethical fashion

4.12 Dressing style vs. latest trend

Consumers prefer the taste of latest trend and the current generation is very much excited about it.

Age group	15 - 20		21 - 25	
Gender	Male	Female	Male	Female
Yes	36 (72%)	40 (80%)	45 (90%)	43 (86%)
No	14 (28%)	10 (20%)	5 (10%)	7 (14%)

Table 13 Dressing style and trend

Interpretation

From the Table, it is seen that irrespective of age groups respondents want to upgrade themselves to the latest trend from time to time.

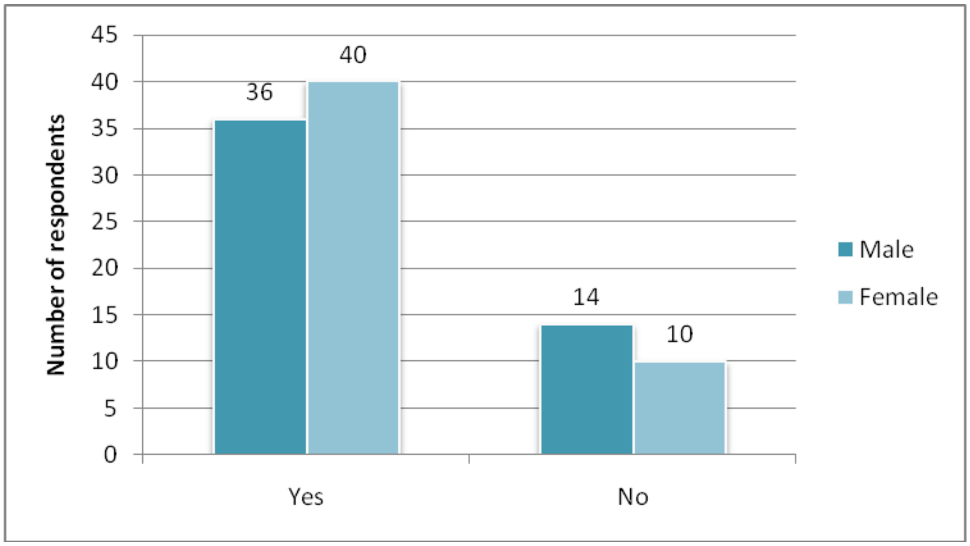

Figure 18 Age group 15 - 20, Dressing style and trend

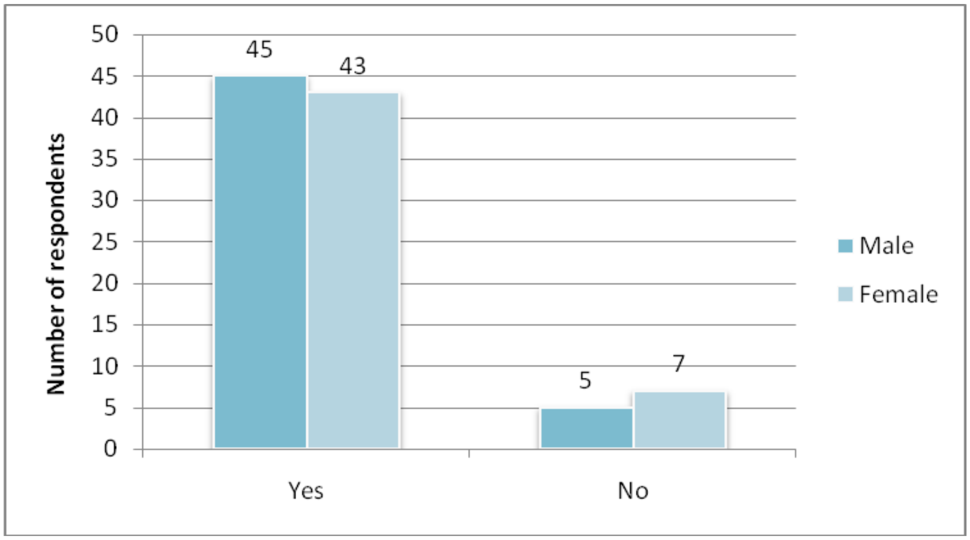

Figure 19 Age group 21 - 25, Dressing style and trend

4.13 Ethical fashion as an option during purchase

Consumers go for shopping at regular intervals, and to know whether they really think about ethical products as an option when they buy a new one.

Age group	15 - 20		21 - 25	
Gender	Male	Female	Male	Female
Strongly Disagree	5 (10%)	6 (12%)	4 (8%)	4 (8%)
Disagree	5 (10%)	4 (8%)	4 (8%)	5 (10%)
Neither Agree/Disagree	28 (56%)	30 (60%)	31 (62%)	25 (50%)
Agree	7 (14%)	5 (10%)	5 (10%)	8 (16%)
Strongly Agree	5 (10%)	5 (10%)	6 (12%)	8 (16%)

Table 14 Ethical fashion as an option

Interpretation

It is inferred from the table that on an average 57 percent of the respondent could not make a final decision on considering ethical fashion product as an option during their purchase.

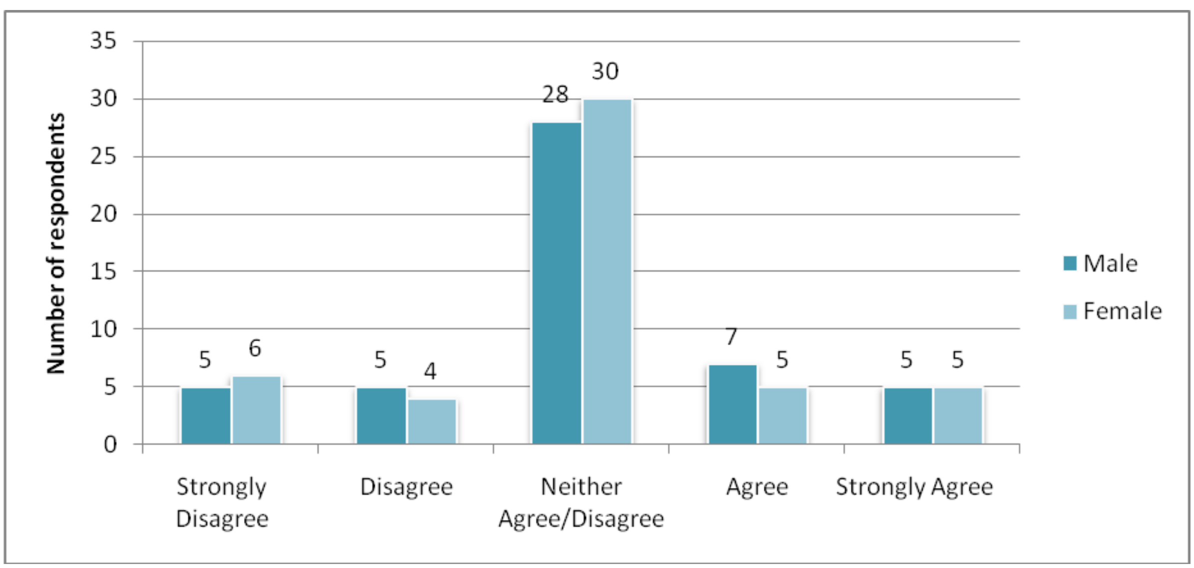

Figure 20 Age group 15 - 20, Ethical fashion as an option

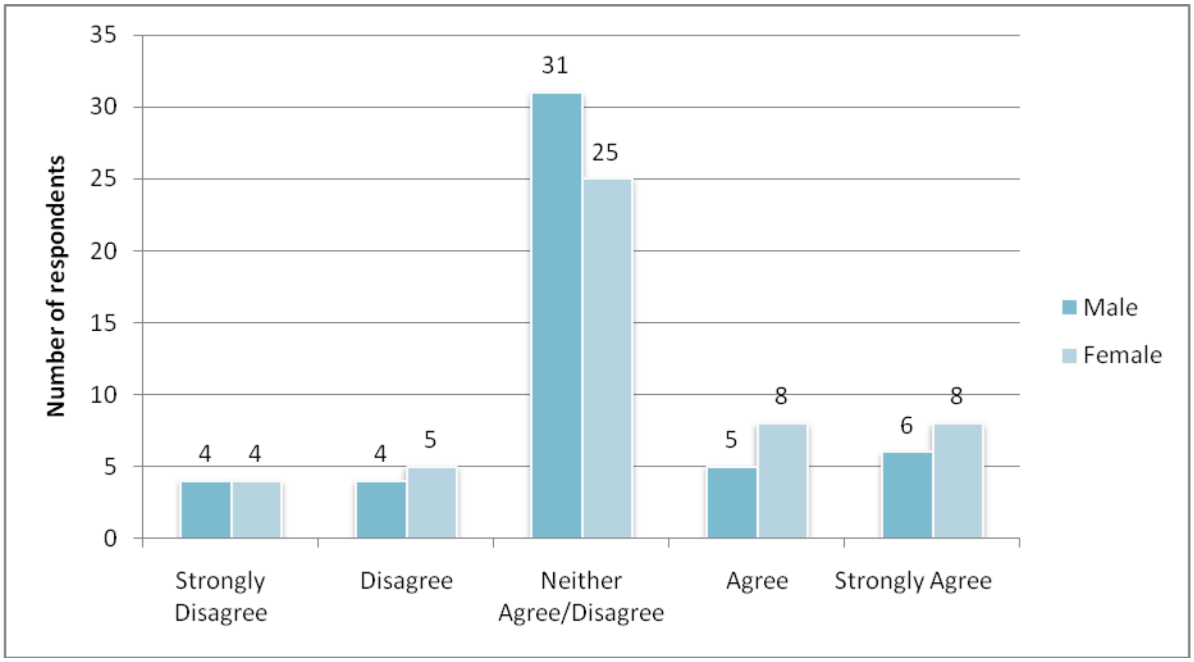

Figure 21 Age group21 - 25, Ethical fashion as an option

4.14 Clothing type

Many international brands have started their operation in India; still domestic brands are selling more because of its cost and style.

Age group	15 - 20		21 - 25	
Gender	Male	Female	Male	Female
Type of Clothing				
Indian	35 (70%)	30 (60%)	42 (84%)	43 (86%)
International	15 (30%)	20 (40%)	8 (16%)	7 (14%)

Table 15 Clothing type

Interpretation

From the Table, it is seen that both male and female of all age group would like to wear Indian clothing. In the age group of 15 – 20 there is an average of 35 percent respondents who like to wear International clothing.

Figure 22 Age group 15 - 20, Clothing type

Figure 23 Age group 21 - 25, Clothing type

4.15 Buying behavior based on clothing attributes

Factors like the design, aesthetic appearance, price and wearability of the garment will make choices and decision in the minds of the consumer.

Age group	15 - 20		21 - 25	
Gender	Male	Female	Male	Female
Attributes for the product				
Fashion/Stylish	22 (44%)	19 (38%)	29 (58%)	27 (54%)
Designer	7 (14%)	4 (8%)	7 (14%)	8 (16%)
Modest prices	15 (30%)	9 (18%)	9 (18%)	4 (8%)
Wearability	4 (8%)	16 (32%)	4 (8%)	11 (22%)
Theme	2 (4%)	2 (4%)	1 (2%)	-

Table 16 Buying behavior on clothing attributes

Interpretation

Most of the consumers want their garment to be fashion/stylish and with modest price. But on an average 27 percent of female prefer to have a better wearability characteristic to the garment.

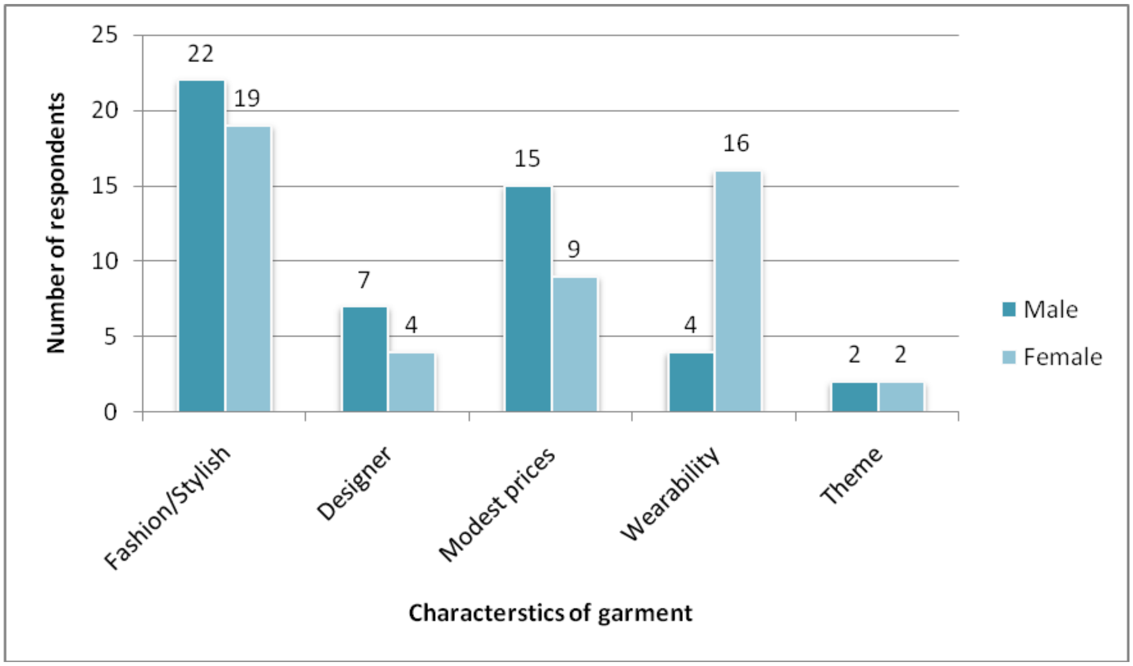

Figure 24 Age group 15 – 20, Buying behavior on clothing attributes

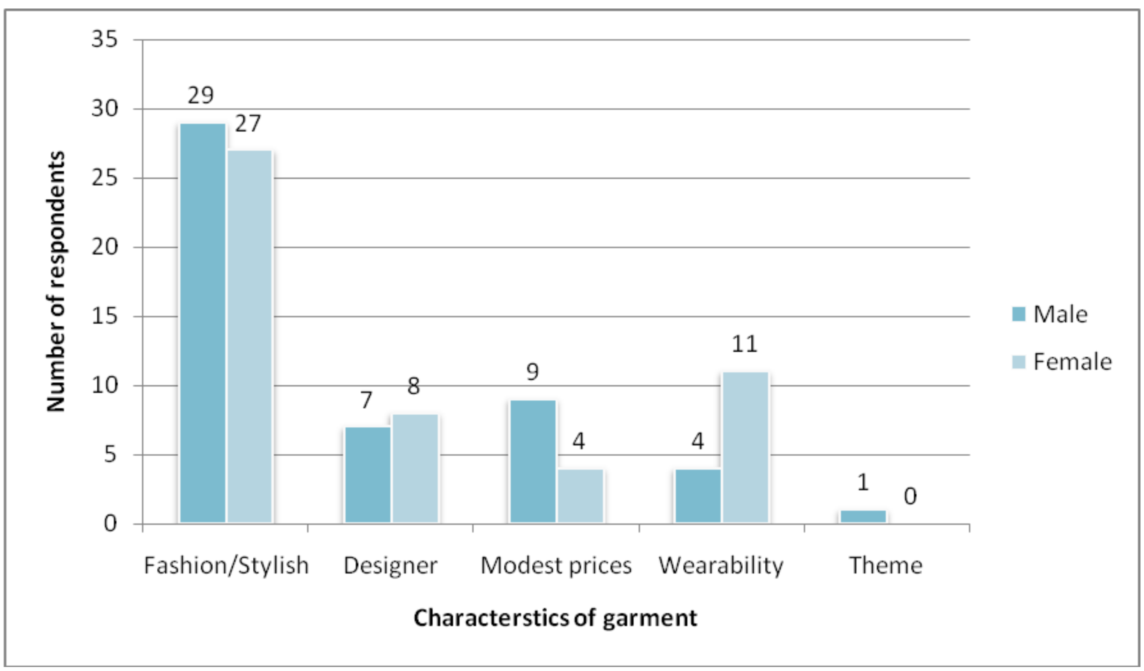

Figure 25 Age group 21 – 25, Buying behavior on clothing attributes

4.16 Trend

Teen and youth around the world have a common approach, behavior, interest and opinion when they buy apparels among the age group of 15 - 25. But a detailed study would reveal the varying characteristics which is important to know by what they are influenced to keep upto date with the clothes they wear.

Age group	15 - 20		21 - 25	
Gender	Male	Female	Male	Female
Trends	13 (26%)	19 (38%)	29 (58%)	31 (62%)
Friends	18 (36%)	15 (30%)	11 (22%)	8 (16%)
Celebrities	5 (10%)	4 (8%)	5 (10%)	3 (6%)
Age group	12 (24%)	11 (22%)	5 (10%)	7 (14%)
Magazines	2 (4%)	1 (2%)	0	1 (2%)

Table 17 Trend vs. Age group

Interpretation

From the above table respondents in the age group (15 – 20) are influenced by friends on an average of 33 percent and 32 percent follow the trend. It is also inferred that respondents in the age group (20 – 25) are attracted towards trends with 60 percent and secondly they change their style from word of mouth information from friends (19 percent). Some of the respondents of both the age group are looking into people of same age to keep them update.

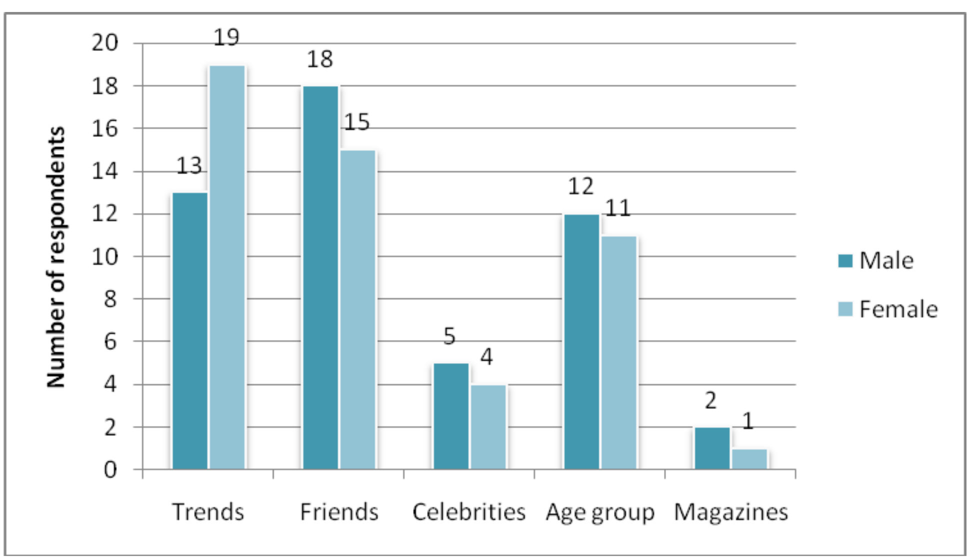

Figure 26 Age group 15 - 20, Trend

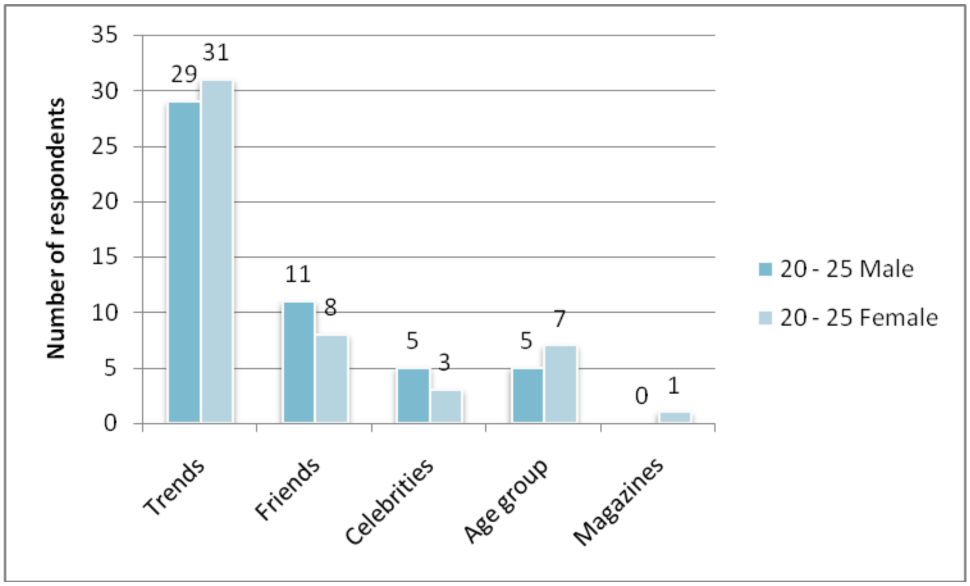

Figure 27Age group 21 - 25, Trend

4.17 Spending on apparel

Growing economy has made Indian consumers more prosperous. A detailed report is given below on the spending by the respondents.

Age group	15 - 20		21 - 25	
Gender	Male	Female	Male	Female
Spending on apparels monthly				
Rs. < 500	17 (34%)	11 (22%)	0	5 (10%)
Rs. 500 – 1000	10 (20%)	20 (40%)	16 (32%)	13 (26%)
Rs. 1000 – 2500	18 (36%)	10 (20%)	18 (36%)	12 (24%)
Rs. 2500 - 5000	4 (8%)	7 (14%)	11 (22%)	17 (34%)
Above Rs. 5000	1 (2%)	2 (4%)	5 (10%)	3

Table 18 Spending vs. Age group

Interpretation

From the above table we can understand that respondents in the age group of 15 – 20 have seen a gradual increase on spending towards apparel. The other age group 20 – 25 spends more as they are working and earning good salary.

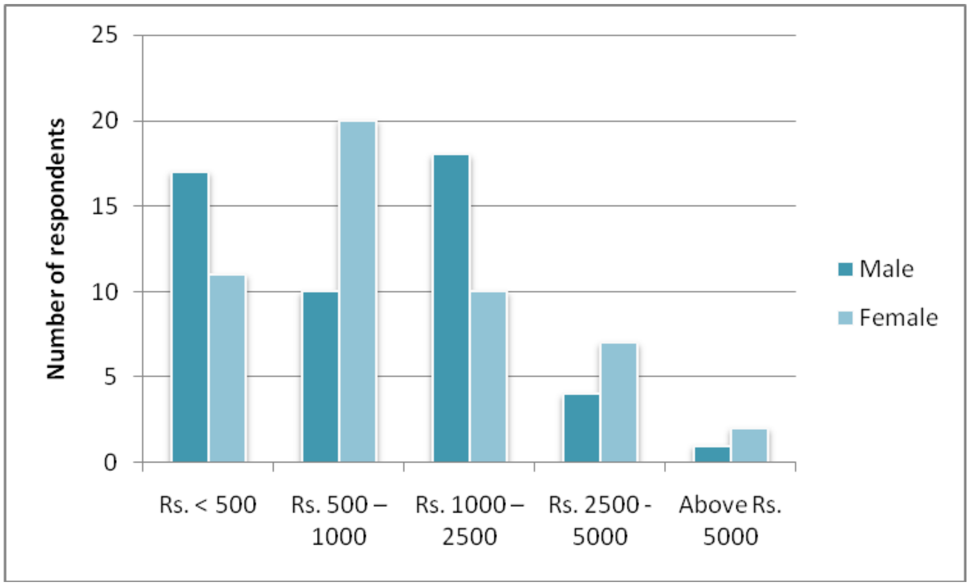

Figure 28 Age group 15 - 20 Monthly spending

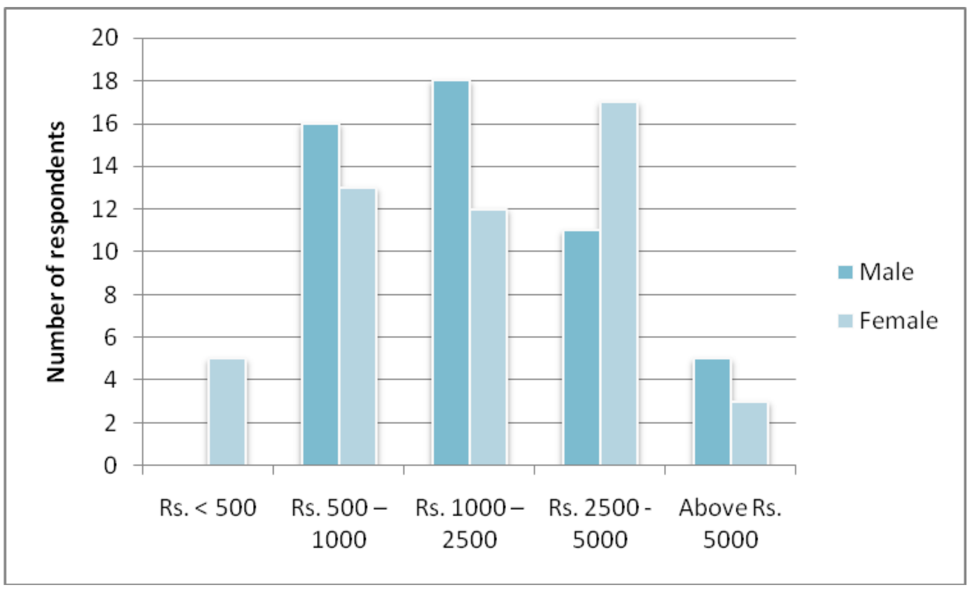

Figure 29- Age group 21 - 25, Monthly spending

4.18 Following the fashion/style

From tradition to modern, India has transformed with socio economic changes. Cultural changes are taking place rapidly in recent years more people go out party with friends and colleagues.

Age group	15 - 20		21 - 25	
Gender	Male	Female	Male	Female
Casual	28 (56%)	32 (64%)	25 (50%)	34 (68%)
Party	13 (26%)	11 (22%)	7 (14%)	14 (28%)
Executive	3 (6%)	2 (4%)	14 (28%)	1 (2%)
Street fashion	6 (12%)	5 (10%)	4 (8%)	1 (2%)

Table 19 Gender wise fashion/style

Interpretation

It is inferred from the above table on average 59.5 percent of respondents would like to buy casual apparels followed by party wear (22.5 percent). Women tend to shop more casual and party wear, but men in the age group 20 – 25 prefer to buy executive wear (28%).

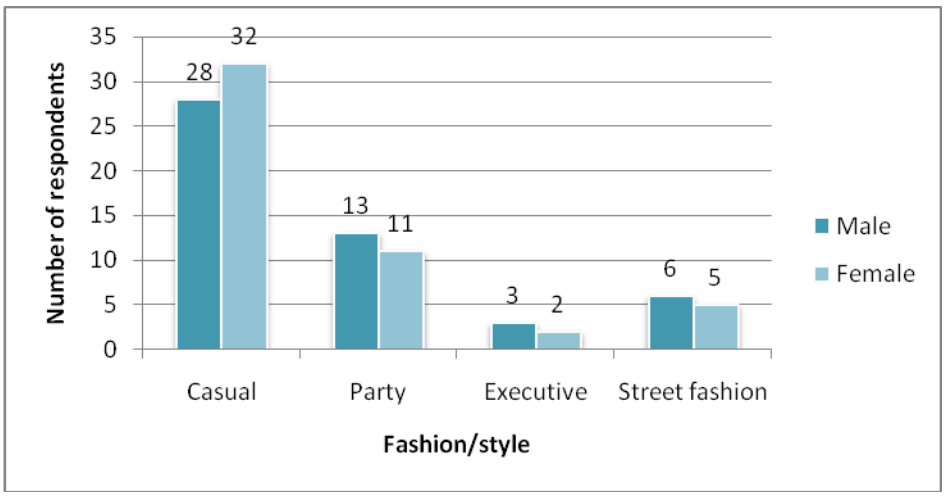

Figure 30 Age group - 15 - 20, Fashion/style

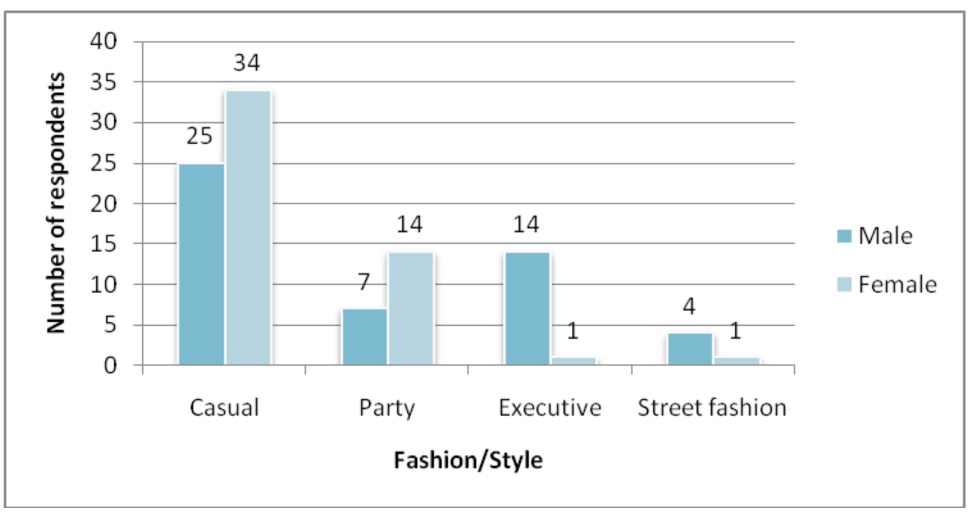

Figure 31 Age group - 21 - 25, Fashion/style

4.19 Product features priority

Consumers buy products based on the features like quality, price, style and fit, brand name and range of apparels.

Age group	15 - 20		21 - 25	
Gender	Male	Female	Male	Female
Product quality	12 (24%)	14 (28%)	15 (30%)	13 (26%)
Price	13 (26%)	12 (24%)	11 (22%)	12 (24%)
Brand name	7 (14%)	4 (8%)	6 (12%)	4 (8%)
Style and fit	10 (20%)	13 (26%)	9 (18%)	11 (22%)
Product Variety	8 (16%)	7 (14%)	9 (18%)	10 (20%)

Table 20 Product feature ranking

Interpretation

From the Table, it is seen that on an average 27 percent of the respondents perceived product quality as their first choice, price along with style and fit is considered next when consumers choose a product from a brand.

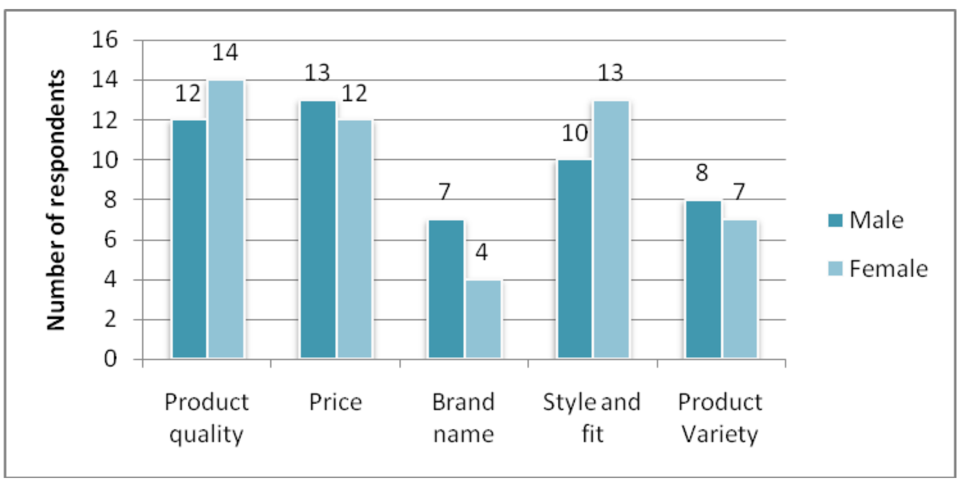

Figure 32Age group 15 - 20, Rank of product features

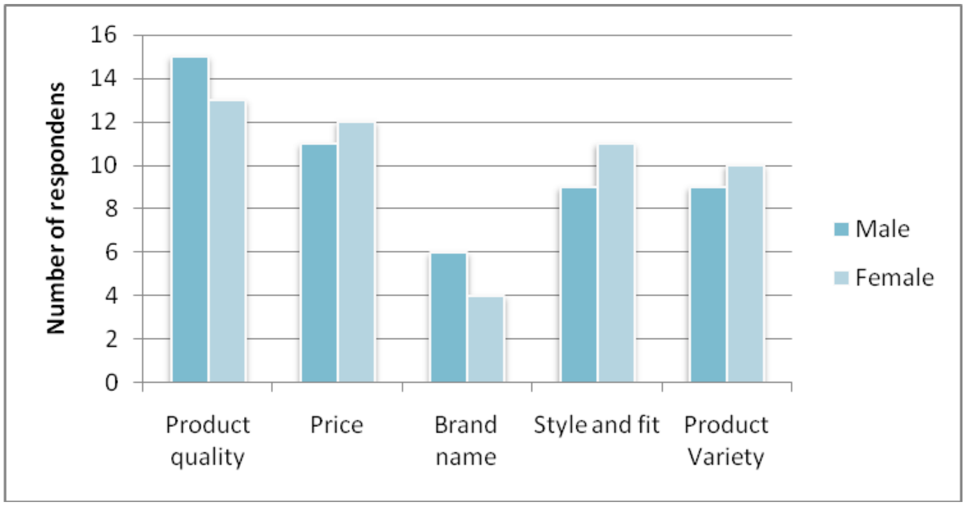

Figure 33 Age group21 - 25, Rank of product features

4.20 Sensory feelings

Consumers like to wear comfortable clothing for their day to day life, sensorial factors is an overall performance of the apparel with associated factors like touch, visual and feel properties.

Age group	15 - 20		21 - 25	
Gender	Male	Female	Male	Female
Yes	39 (78%)	42 (84%)	34 (68%)	38 (76%)
No	11 (22%)	8 (16%)	16 (32%)	12 (24%)

Table 21Sensory feeling

Interpretation

From the above table it is clearly seen that most of the respondents purchase apparels based on sensory feelings. Female respondents on average 80 percent like to buy apparels with good feel, touch and taste.

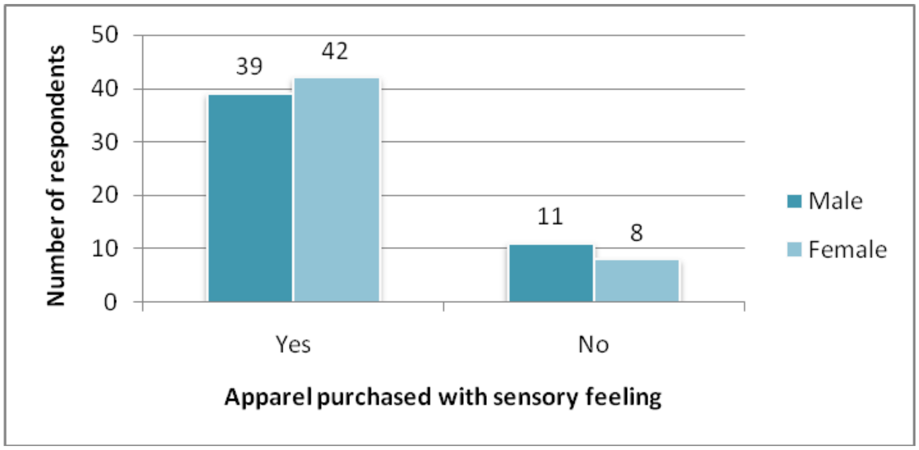

Figure 34 Age group 15 - 20, Sensory feeling

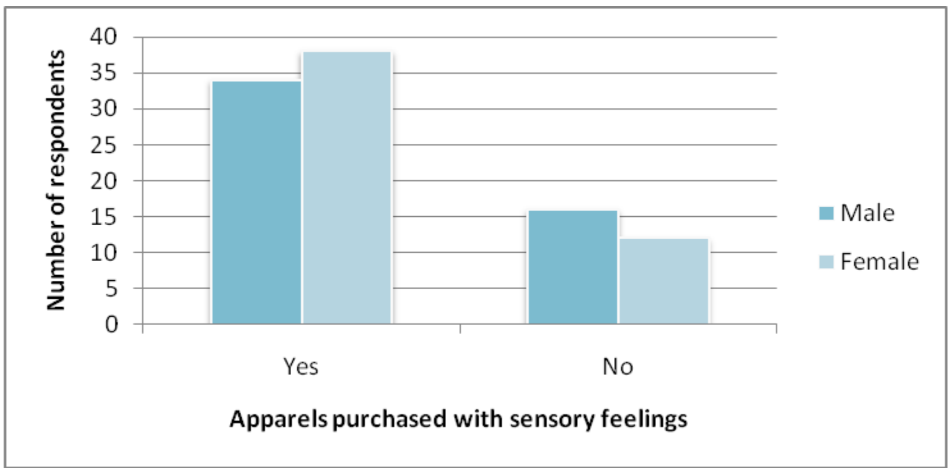

Figure 35 Age group 21 - 25, Sensory feeling

4.21 Sensory feeling and brand

Respondents were interviewed about their experience on the level of sensory feelings in Domestic and International brands.

Age group	15 - 20		21 - 25	
Gender	Male	Female	Male	Female
Indian	36 (72%)	43 (86%)	28 (56%)	27 (54%)
International	13 (26%)	7 (14%)	22 (44%)	23 (46%)

Table 22 Sensory feeling vs. Brand

Interpretation

From the above table it is inferred that both male and female respondents in the age group of 15 – 20 feels Indian brand has good sensory feelings, they purchase low International brands. But the other age group about 45% on average feels International brands offer good sensory feelings. These consumers buy an equal share of International brand as they are working class and work in Tier 1 cities where they have good malls and shopping area.

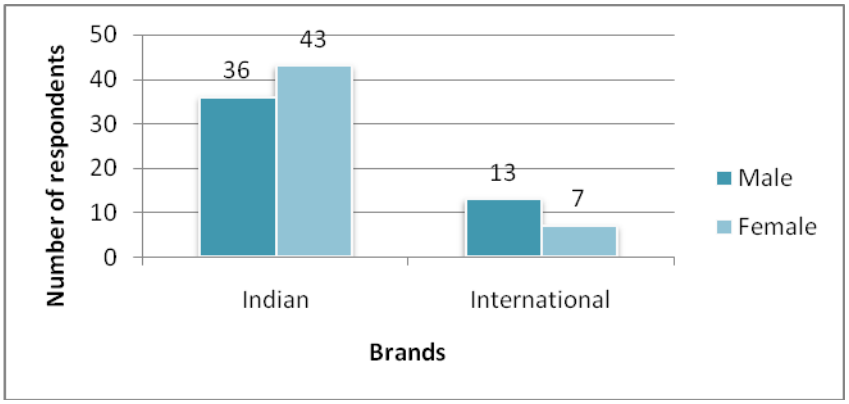

Figure 36 - Age group 15 - 20, Sensory feeling on brands

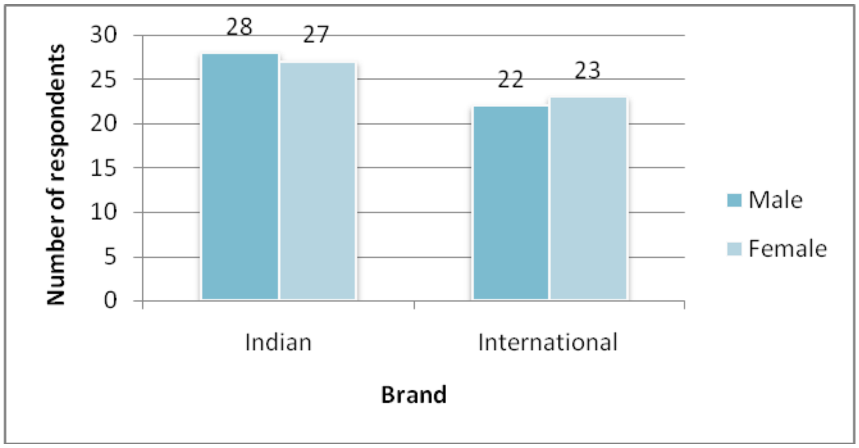

Figure 37 – Age group20 – 25, Sensory feeling on brands

4.22 Why consumers dislike fashion

Is fashion a trend or a myth to understand it, respondents were asked why they disliked fashion and what was their view on fashion.

Interpretation

The Female respondents were interviewed and respondents in the age group 15 – 20 expressed fashion has an expensive and dress which is not suitable to wear outside because of its style in which most of the body parts are exposed. The girls in teen feel fashion has changed the society and culture. Female in the next age group feels they are expensive and uncomfortable to wear the clothing. Due to the climatic condition and their working environment at home and work female respondents feel more fashionable dress are not matching their desires.

Male respondents in the both age group (15 – 20, 20 – 25) gave a mixed response as they feel t-shirts and jeans are making them look funky and cool and most of them prefer to wear it. They are attracted towards party wear which is most demanding nowadays for teens and youth.

4.23 Awareness about Ethical fashion

Most of the respondents say they know about ethical fashion through mass media and magazines. Though some have own interest towards eco – friendly fashion and majority of them are not aware of ethical fashion. But the respondents are eager to learn about the ethical fashion and its path towards sustainability.

Chapter V

Conclusion

Growing economy has made Indian consumers more prosperous. An indication of this is clearly given by the investigation on consumer behaviour of young Indian consumers in the age of 15-25. This study has focused on how the buying behaviour varies between the age group of 15-20 and 21-25.

Based on the investigations the following conclusions can be drawn on the consumer behaviour for this particular group.

- In the surveyed age group of 15-20 Indian consumers, buy less than age group of 21-25 and this trend exists because 21-25 is the age where people start to work.
- India has managed recession better and studies indicate the buying power in India amidst global recession was higher than European countries.
- Apparel were once purchased once a year or based on necessity and today this scenario has completely changed and in the age group of 15-20 frequent buying is seen with a gap of three months. This can be attributed to increased buying power.
- An interesting outcome of this study is the influence of domestic apparel manufacturers on the young consumers. The young consumers prefer domestic products than international products and that is because the domestic products understand the consumer better and products are based on nativity and suits their needs than international products. Although international products possess more quality, consumers still consider those as luxurious ones with high price.
- The surveyed age group of 15-20 is very particular about the brands and they judge brands based on perceived quality, value for money and availability of range of apparels.
- The study also shows that in the age group of 15-20, there is a huge buying seen and more amounts is spent on buying apparels. This can be because of unplanned purchases and directionless purchases. This age group sometimes lack clarity and spend on non-essential products.
- There is a correlation of Indian consumers with European consumers when it comes to increased unplanned purchases or buying non-essential items especially in the age group of 15-20.
- In Indian consumers it is interesting to note that some of them don’t know what ethical fashion is and they do not buy ethical fashion products.

- Consumers consider that ethical fashion products cost more and they have very less knowledge about the qualities of ethical fashion products.
- The studies reveal that consumers of age group 15-20 should be advised about ethical fashion products as they are the prime buyers of those products in the future. It is very important to get this group understand the benefit of ethical fashion products.
- The study reveals that age group of 15-20 is more inclined towards casual wear and that is due to the impact of westernization. In India there was only traditional wear (dhoties, sarees, salwar and trousers) and there were no casual and formal wears. However the latest advancements in information technology have shown the Indian consumers what is casual wear and formal wear.
- Consumers of the age group 15-20 who are the pioneers of next generation are interested in western outfits and that has led to decline in traditional wear in India.
- With reference to the above point, the Indian consumers of age group 15-20 are not thinking about sustainable products and that leads to lot of usage of natural resources. At some point these resources are going to be extinct and so traditional methods of manufacturing apparels should be resorted to.
- Usage of traditional methods also has a disadvantage that production is less so to obtain a win-win situation, new ways should be find out to make sustainable products.
- The 15-20 age group consumers should look for sustainable products as that will lead to a better living.
- Indigenous technologies should be developed to ensure sustainability. In depth analysis and introspection is necessary for apparel manufacturers in India to develop sustainable products as that will be the main factor to drive the consumer in buying an apparel in the future especially of the age group of 15-20 in India.
- There should be balance between sustainability and demand. A new empirical method has to be worked out to maintain a sustainable business. A more detailed study has to be carried out to find perception from consumers in different state to develop a new sustainability model.
- In my views the responses from the 200 participants gives a great insight into how actually the age group of 15-25 purchase apparel and fashion products. The study correlates with the population of age group of 15-25 in the urban areas of South India though it may correlate with the whole Indian population of age group of 15-25 with minor deviations.
- Facebook and blogs are used by young Indians to just pass time; these media can be used to promote awareness on ethical/sustainable fashion.

Appendix

A STUDY ON CUSTOMER PREFERENCE TOWARDS PURCHASE OF APPARELS QUESTIONNAIRE

1. Name :

2. Gender: **(a)** Male **(b)** Female

3. Age: **(a)** below 15 **(b)** 15-20 **(c)**21-25**(d)** above 25

4. Education Qualification:

5. Occupation: **(a)** Student **(b)** Employed **(c)** Self- employed **(d)** Home maker (e) Unemployed

6. Marital status: **(a)** Married **(b)** Unmarried

7. Aggregate annual Income (Family/Individual): **(a)** Below 1 lac **(b)** 1 to 2 lac **(c)** 2 to 4 lac**(d)**>4 lac

8. Nature of the family:**(a)** Nuclear **(b)** Joint family **(c)** Alone

9. Resident of:**(a)** Urban **(b)** Suburban **(c)** Rural

10. Size of the family: **(a)** 3 **(b)** 3-6 **(c)** Above 6

11. Frequency of apparel / fashion purchase: **(a)** Monthly **(b)** 3 months once **(c)** 6 months once **(d)** Need based **(e)** Special occasions

12. Reasons for not purchasing apparels regularly:

(a) Distance **(b)** High Price **(c)** Non-availability of range of apparels (d) Others (Please specify):

13. Which type of brand do you purchase?

(a) Domestic (b) International (c) Other (Please specify)

14. Source of information:

(a) Friends and neighbors **(b)** Radio & TV ads **(c)** In-store wall poster

(d) Newspaper/advertisement (**f)** SMS promotions **(g)** Parents **(h)** Peers (**i)** Others (Please specify):

15. Reasons to choose a brand for purchase of apparels:

Please specify your importance to the following in the scale of 1 to 5 with 1 as least and 5 as Highest.

S. No	Factors	Rank (1 – 5)
1.	Brand Image	
2.	Quality	
3.	Value for money	
4.	Availability of range of apparels	
5.	Convenience of many items	

16. What do you think about the price of apparels for Ethical Fashion?

(a) Cheap **(b)** Value for money **(c)** Moderate **(d)** Costly

17. Are you aware of 'ethical/eco fashion'? If yes, how? * own interest, through family, friends or media, others

18. What do you understand by the term 'ethical fashion'? Select one

- Apparel (and jewellery) with less environmental impact
- Production using green energy
- Production using recycled materials/ materials that can be recycled
- Made by people working in ambient conditions and with stipulated pay
- Avoids child labour
- Use of handicraft techniques which can be preserved
- Other:

19. When you buy new clothes, do you consider 'ethical fashion' as an option?

(a) Strongly agree **(b)** agree **(c)** Neutral **(d)** Disagree **(e)** Strongly disagree

20. Have you ever purchased 'ethical fashion' products? Yes/no

21. Do you change your dressing style according to the latest trends in fashion?**Yes / No**

22. What kind of outfits do you usually prefer?

(a) International **(b)** Indian

23. Why you do or don't believe companies selling 'ethical fashion'?

- Not at all
- Some of what they claim
- Undecided
- Most of what they claim
- Believe them totally

24. What is your favorite trend and why?

____

25. What influences you the most when you buy clothes?

Fashion/Stylish

A designer

Modest prices

Wearability

A theme

26. Who or what influences your style?

Trends

Friends

Celebrities

Age group

Magazines

Other (Please State):__________________

27. How much do you usually spend on clothes every month?

Rs. < 500

Rs. 500 – 1000

Rs. 1000 – 2500

Rs. 2500 - 5000

Above Rs. 5000

28. What do you dislike about fashion?

Changes quickly

Expensive

Others (Please specify):

29. Which fashion style/trend are you following when you decide to buy clothes

Leisure

Artistic

Celebrity

Latest trend

Romantic

Executive

Classic

Others (Please specify):

30. Rank the following attributes which is more important when you buy a product

Please rank the following in the scale of 1 to 5 with 1 as least and 5 as Highest.

S. No	**Factors**	**Rank (1 – 5)**
1.	Product quality	
2.	Price	
3.	Brand name	
4.	Style & fit	
5.	Product variety	

31. State your importance to Sensory feeling for apparels

- Please rank the following in the scale of 1 to 5 with 1 as least and 5 as Highest.

S. No	**Factors**	**Rank (1 – 5)**
1.	Touch	
2.	Smell	
3.	Visual	
4.	Taste	

32. Do you buy clothes based on Sensory feelings? Yes / No

33. Which brand has good sensory feelings?
Indian
International

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