

Purchase Intentions of Branded Apparels Through Conventional and Online Shopping Modes - A Close Inquest into the Youth of Andhra Pradesh, India

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ABSTRACT

The recent times have witnessed a gigantic but overwhelming shift in Indian lifestyles obviously because of the intervention of modern routines in upbringing. The shift has opened coming face to face with the boons of having a contemporary way of life. The advent of numerous technologies into the daily lives has contributed largely to the shift reflecting the Indian panache alive. The sequel has marked an upshot in the revolution of attire, turning the people more brand and fashion-conscious. In this transformation process the intentions of the people are gradually moving to online shopping due to several conveniences. This paper critically examines the changing intentions of the youth in Andhra Pradesh, India for preferring online shopping of branded garments/apparels vis-à-vis their existing conventional shopping practices. An online survey was conducted and analyzed 200 valid responses considered for this study. Structural Equation Modeling and ANOVA analysis have been deployed for testing hypotheses. The key findings show that the shopping intentions as well as preferences of branded garments/apparels of the youth in Andhra Pradesh being intact, only 37 per cent have shown inclination towards online shopping. In order to make good of the market potential available some viable, workable and implementable suggestions are offered to e-retailers and consumers.

Keywords: *Online Shopping, E-Shopping of Fashion Garments, E-Shopping Intentions, E-tailing Shopping Behavior, E-Commerce*

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INTRODUCTION

The current Indian apparel market stands a hot topic at any point of time. Apparel/Garment sector is a bubbling activity on the buzz and forms one of the three most sold product categories in Indian online retail industry. The statistics reveal, as per the IBEF (India Brand Equity Foundation) report on January, 2019, that the textile and apparel industry (yarn and fibre), and processed fabrics and apparel is estimated to reach US\$ 223 billion by 2021 from US\$ 150 billion in November 2017, while cotton production in India is have reached 36.1 million bales in FY19. In FY19, growth in private consumption is expected to create strong domestic demand for textiles. This is an all time encouraging phenomenon. The continuum of the apparel markets which is a fastest growing sector is of a high magnitude that enjoys largest share in the online retail pie. According to statista (the statistics portal) revenue in the Apparel market amounts to US\$95,953m in 2019 and is expected to grow annually by 11.1% (CAGR 2019-2021).

The recent times have witnessed a gigantic but overwhelming shift in Indian lifestyles obviously because of the intervention of modern routines in upbringing, the effect of globalization, growing income levels, increase in purchasing power, which in turn have an implicit influence on turning people's ideologies, intentions and inclination towards purchasing of branded apparels. Added to this the shift has opened coming face to face with the boons of having a contemporary way of life. The advent of numerous technologies into the daily lives has contributed largely to the shift reflecting the Indian panache alive. The sequel has marked an upshot in the revolution of attire, turning the people more brand and fashion-conscious. In this transformation process the intentions of the people are gradually moving to online shopping due to several conveniences. In the Apparel market, 12% of total revenue will be generated through online sales by 2021.

Indian consumers, by virtue of their strong cultural background, have well defined expectations and preferences by nature in choosing brands, considering fashionable attributes equally important to reliability. Withstanding the rampant growth of brands, Indian consumers have the high levels of trust in both national and multinational business players. The shift is also due to the effective and enchanting advertisements of the online biggies that have hit the TV, Print and Social Media indicating that the portals are investing specifically on fashion apparel sales driven strategies. While conventional shopping is dominating the area of sales

and revenues, e-commerce has been gradually making inroads in to the arena and making its presence felt by drawing the attention of many consumers. The consumers too are getting attracted and making use of the services because of the ease of use.

Several e-commerce entities such as Amazon, Snapdeal, Flipkart, Myntra, Jabong, fbb etc., are laying their focus on the products they sell including the apparel area that contributes to a major chunk of revenues, were a little sceptical initially as to whether it was workable or not on the online platform as people love to touch, try, feel and sway around, before buying garments but their fears have been progressively allayed with the effective & convincing marketing strategies they adopted for promotion of the apparel business on the one hand and gaining the consumer confidence too on the other. Further, because of better brands, better deals and discounts, better price category and better return policies offered by the e-tailers, more and more consumers are getting used to online shopping of apparels, but still it is on the lowest ebb in the Indian context due to certain indelible preconceived notions, which they are unable to overcome.

According to Arvind Singhal (CMD-Technopak)'s article "Fashion & Retail Sector: An Overview", Indian fashion/brand retail market was at about € 52 billion in 2017 and was expected to cross € 85 billion by 2022, wherein it is also stated that the modern brick & mortar retail has accounted for just about 8% of the total retail, and e-tail merely 2.3%. The share of branded apparel stood at 37% of the total apparel market in 2017, comprising of traditional and modern retail types constituting to 94%, whereas the share of E-commerce market was at sheer 6%. It is quite conspicuous that while the retail sector is booming at rapid pace, be it brick & mortar, traditional and modern, the online (e-tail) business for branded garments is limping at a snail's pace.

INTENTIONS OF INDIAN YOUTH TOWARDS BRANDED APPARELS

The Indian youth, by and large are considered the blue-eyed boys in the books of the marketers for the obvious reasons that a good deal of income at their disposal has given them freedom to spend on what they like. As the branded apparels are the order-of-the-day following the trends, it will be the prime choice for the youth.

Though the price tag of the branded apparel wavers the youngsters in terms of suitability, the elements of vanity, brand loyalty, quality and

status symbol in general make a striking appeal amongst the youth. It is heartening to observe the tendency to purchase expensive branded apparels is becoming predominant even in the teenage group who are fully dependent on their parents due to social and peer group influence.

In the past times the practice of buying the cloth and get it stitched was widely in vogue. The advent of the readymade garments has gradually been overshadowing and withstanding the rapidly changing trends more and more people tending towards purchasing the readymades due to several advantages including time and economic factors. This in turn is leading to the purchase of branded garments that are mostly available in the readymade form. Further there are various conceptual elements such as recognition, emotional satisfaction, money-worth, self-advertisement, exhibitionism, extravagance and notional attributes like fitment, maintenance, comfort, trend relevance and quality are playing a great role in fast-changing intentions of the youth. The fact that the youth forms a major chunk of Indian population is largely helping the explosion of the Indian market in the apparel sector. All the national and international apparel brand players are stepping into tap this potential where they can easily thrive. While conventional shopping is on the boom, the online shopping is still in grim because of a kind of phobia the consumers have in preferring this area. Many consumers are sceptical of trustworthiness, lacking touch and feel, problems with color, size, fitment and others, confusion, fear of wrong product delivery, lacking physical shopping satisfaction, no value for money, tackling returns, fear of online payment security, privacy, after-sale services etc.,

This paper mainly focuses on evaluating the intentions towards purchase of branded apparels and expectations there from, with an emphasis on online purchase in particular and conventional shopping in general.

LITERATURE REVIEW

An extensive study and observations have been made on the topic of online shopping intentions of branded apparels. In support of this work and so as to have a comprehensive and multi-directional understanding of the concept in terms of application & implementation a wide literature review comprising of various relevant research & conference papers, articles, surveys, business, fashion and lifestyle magazines, industry reports and journals has been made. The study has largely helped in assimilating the

gamut of the topic and finding-out the research gaps, defining a conceptual frame work, identifying the statement of problem, arriving at research objectives and formulating hypothesis for testing.

KK Maran, J. Badrinarayanan and Praveen Kumar (2018), have examined the impact of perceived quality and emotional value on the purchase behavior toward branded apparel in India, determining the factors which influence Indian consumer purchasing behavior towards an Indian apparel brand and identifying the buyers' behaviors and their perceived value towards branded readymade garments. The study covers the aspects of income vis-à-vis purchase pattern of branded apparel product. According to the ranking by customers, the quality factor prevails in the first position followed by color & design, comfort & style and price. The expectation level and satisfaction level towards the types branded apparel were having positive relationship. This study provides valuable strategic inputs for Indian retailers who plan to expand their market.

Koay Chen Yeonga, Melissa W. Migin (2018) have made an evaluation on the antecedents of online fashion purchase Intention among young Malaysian shoppers with a purpose to investigate the determinants of online trust and examine the relationship between consumer trust and online fashion purchase intention. This study tests a model of antecedents in three dimensions which are consumer-based antecedents (propensity to trust), company-based antecedents (company reputation), and website-base antecedents (website quality) and consequences of consumers' trust towards online fashion retail. This is extremely important as online apparel purchase is viewed as riskier by consumers when compared to traditional shopping due to insecurity concerning the product and credibility of the websites. The trust factor has been given thrust in the study.

T. Sreerekha, S. Praveen Kumar (2018) has explored the relationship between elements which affect consumer buying behaviour for apparel products in Coimbatore city. The study conceives a clear idea of relationship between culture and its influence on apparel purchase and it summarizes the various factors influencing consumer buying behavior and their choice of preference on various dress collections, their spending nature, their choice of location etc. The result of this study offers insights and evidence about the relationship between the variables which impact consumer buying behaviour for apparel products. It also gives vent to retailers an idea about the consumer decision process.

KhafidBadaoui et.al (2018) have rendered a considerable work on the influence of personal and social identity on the clothing consumption

of adolescents. Their conceptual framework is mostly on the conventional variables such as socialization (family, peers, media, and celebrities) and individual characteristics (gender and grade level). The study included (i) the influence of identity on the importance attached to product and brand; (ii) the mediating effects of personal and social identities; and (iii) the moderating effects of gender and grade level.

Sarina Asif & Tanuja Kaushik (2017) have studied the influence of various factors affecting buying decision and the impact of promotional activities thereof in Gurgaon City. They have arrived at a conclusion that there is a significant relationship between age of the consumer and place of buying, plans of purchase and satisfaction levels derived from branded garments. Their study also reveals i) female buyers falling in the age group of 26-35 years are the highest buyers of International branded apparels, ii) Branded apparels are preferred to non-branded apparels, and iii) buyers prefer visiting malls more than showrooms and multi-branded shops for shopping, iv) as usage period increases, satisfaction level from a brand also increases, v) the main influencing factors for buying branded apparels are its aesthetics, family, peer pressure culture, social media and celebrity endorsement, vi) there is no relationship between the buyers' family size and choosing of promotional offer and vii) buyers of all categories prefer discount more than any other promotional offer.

Mbayong NA (2017) has undertaken the study on online shopping behaviours on apparel products in Cameroon, understanding the relationships between shopping orientations, gender, online information search and online purchase behaviour of college students. His research yielded encouraging results towards a comprehensive understanding of the relationships among shopping orientations, gender, online information search and online purchase behavior on apparel products. It is found that the influences of shopping orientations and gender have been found to be more significantly impactful on online information search on apparel products.

Vidya B Panicker, Khalil Ahmad Mohammad (2017) have made an in-depth study on brand experience on apparel buying behaviour of women consumers in Mumbai and found that there is great awareness among Indian women regarding various apparel brands, driven by the constant urge among them to look and feel good. The study reveals that the female consumers always look for the quality, comfort, fit, styles and brand name. There was also an attempt to understand women consumer's attitude towards brand attributes. Even though brand experience construct consists of aspects such as product, service and consumption experience, in this

study, most of the variables of brand experience are related to the product experience. Creating a positive brand experience can serve as a source of competitive advantage for apparel firms. They have also attempted to find out whether there exists any correlation between women consumer's annual income and their annual expenditure on formal wear. They have observed that each woman is different and perceives fashion differently. The fashion sensibilities and preferences of women differ greatly and it is independent of income levels.

A Sivakumar & Ms. S. Saranya (2017) in their publication "The brand preference of selected branded attire among the arts college students in Coimbatore city (North)", have asserted that most of the arts college students prefer branded attire subject to price, quality, advertisement etc, with a strong notion that their image and status enhance in front of others and pointed out the preferred branded attire also increase their social class.

Pawan Kumar & Kanchan (2017) have conducted a study to find-out the perception of consumers among the age group of 24-40 towards branded apparel in Ludhiyana district, India and to investigate the factors effecting the buying decision making process. The study has concluded that the consumers are more interested in buying fashion and branded apparels despite the income restrictions and they are getting updated for new arrivals in fashion and brands with a deep intention of looking smart and up-to-date.

Cham, Tat Hue, Kar Yan NgCaryn, Yet Mee Lim & Boon LiatCheng (2018) have examined the factors influencing clothing interest among Generation Y consumers in Malaysia. Brand image, word of mouth (WOM), self-concept, perceived quality, and need for uniqueness were hypothesized to be related with clothing interest, which in turn, was deemed to be related with purchase intention. The interaction effect of price consciousness on the relationship between clothing interest and purchase intention was also examined in this study. Results showed that need for uniqueness, self-concept, brand image, WOM, and perceived quality are significant predictors of clothing interest among the Generation Y consumers in Malaysia and price consciousness moderated the relationship between their clothing interests and purchase intention.

Prof. Mahalaxmi K. R, Nagamanikandan P (2016) have analysed the trends in online shopping of south Indian consumers in the apparel segment and observed that regarding the current behavior of Indian buyers, experts estimated the trend of e-shopping would become basic phenomena with buyers in ensuing years. They have arrived at a generic conclusion that

online shopping is getting popular in the younger generation, the main barrier being the safety issue and low level of trust on online stores.

Deepali Saluja (2016), in her case study with reference to Delhi on consumer buying behaviour towards fashion apparels has opined that the consumer behavior towards branded apparel is influenced by the factors like monthly income, gender and peer influence. The consumers choices are influenced by their friends, family members, celebrities, magazines etc. other contributory elements include quality, comfort and brand name. The study shows that demographics have the least impact on the consumers' buying behaviour. The Delhi based customers are positive towards branded apparels.

Syed Ahamed. S & A. Ravi (2016), have made a study on consumer behaviour towards branded garments among male shoppers (students of Bangalore engineering colleges) have analysed various aspects that influence their buying behavior. They have found that i) major chunk of the consumers are opt for branded apparels without any notions and some wait for the discounts, promotional offers, seasonal offers, ii) the consumers prefer to buy apparels from branded showrooms, iii) style and quality play an important part in their purchasing decision and iv) demographics are immaterial.

Statement of the Problem

While conventional shopping of branded apparels is ruling the roost among the youth in India and proliferating in high magnitudes, contrarily the online shopping intentions of the same are at the lowest ebb, the intentions of shopping remain same. This study explores the factors contributing to such a wide variance and suggests the ways and means to bridge the gap. There is an element of haziness found in the mindset of Indian youth correlational to their interest to prefer going online for the purchase of branded apparels.

RESEARCH OBJECTIVES

- To analyse the dynamics of consumer behavior and their tendency to purchasing branded apparels in both conventional and online modes.
- To study the impact of demographics, psychological and socio-economic factors on the consumers intentions towards national and international branded apparels.

- To probe in to the intrinsic mindset of youth in Andhra Pradesh, India in the aspect of adoption of branded apparels.
- To get an overall scenario of branded and non-branded apparel interest among youth, their preferences of choosing traditional purchasing to online shopping.
- To give viable solutions to e-retailers and bridge the wide gap which is currently prevailing in buying intentions of branded apparels online among the youth in Andhra Pradesh, India.
- In regard to the social concern, the inclination of the consumers towards branded apparels calls for certain amount of general awareness of being a social being, which in turn warrants an element of rising of one's educational level. More so, the proclivity to adopt online shopping demands the knowledge in computers and online applications. As such, these aspects highly contribute to the societal good in terms of enhancing the education and income levels, lifestyles, logical thinking that contributes to form a better society.

RESEARCH METHODOLOGY

Research Design

The current research is exploratory and descriptive in nature. In order to examine the buying intentions of branded apparels among the youth in Andhra Pradesh, India both primary and secondary data were obtained. The primary data was collected through an effective, structured online questionnaire covering all the requisite information to elicit the responses for testing the formulated hypotheses. The secondary data was collected through the literature study mainly to make a comparative study with the current test results.

Questionnaire Design

The structured questionnaire designed consists of three parts viz. demographics which include gender, age, education, occupation, income and place together with five questions concerning their familiarity with the online shopping of branded apparels. The second part comprises 12 questions (conventional and online shopping) pertaining to the intentions of respondents towards purchasing branded apparels. The third part contains a single question with 10 attributes that discourage the consumers from buying branded apparels online.

Sample Design

For assessing the purchase intentions of branded apparel buyers, containing both male and female customers, a study was conducted among the youth in the state of Andhra Pradesh, India. The respondents were selected on the basis of convenience sampling. The online questionnaires were sent to 450 people via e-mail, WhatsApp and Facebook and received 340 responses of which 200 (duly filled-in) were considered for final analysis.

Statistical Tools Used for the Study

Out of 200 responses considered 173 respondents were found to be using branded apparels of which 65 respondents were familiar with online shopping and the balance 27 are unaware of online shopping. ANOVA test was used for testing formulated hypotheses,

Hypotheses

H_{1.0}: The demographic factors (Age, Gender, Education, Occupation, Income and Place) have a significant influence on the intentions of purchasing branded apparels through conventional shopping.

H_{1.1}: The demographic factors (Age, Gender, Education, Occupation, Income and Place) have a significant influence on the intentions of purchasing branded apparels through online shopping”

H_{2.0}: The rising levels of brand consumerism have a significant influence on purchasing branded apparels through conventional shopping.

H_{2.1}: The rising levels of brand consumerism have a significant influence on purchasing branded apparels through online shopping.

H_{3.0}: Social media, Friends & social groups have a significant influence on purchasing intentions of the consumers through conventional shopping.

H_{3.1}: Social media, Friends & social groups have a significant influence on purchasing intentions of the consumers through online shopping.

H_{4.0}: The attributes viz. Quality, Color, Price, Commercials, Unique Image, Social conformity, Offers/Discounts, Feeling confident and Self Image have a significant influence on the intentions of consumers of purchasing branded apparels via conventional shopping.

H_{4.1}: The attributes viz. Quality, Color, Price, Commercials, Unique Image, Social conformity, Offers/Discounts, Feeling confident and Self Image have a significant influence on the intentions of consumers of purchasing branded apparels via conventional shopping.

H_{4.2}: The attributes viz. Quality, Color, Price, Commercials, Unique Image, Social conformity, Offers/Discounts, Feeling confident and Self Image have a significant influence on the intentions of consumers of purchasing branded apparels via conventional shopping.

H_{5.0}: The consumers' expectations (Recognition, Emotional Satisfaction, Value for Money, Social/Peer group applause and Flamboyance) have a significant influence on their buying behavior towards purchasing branded apparels through conventional shopping.

H_{5.1}: The consumers' expectations (Recognition, Emotional Satisfaction, Value for Money, Social/Peer group applause and Flamboyance) have a significant influence on their buying behavior towards purchasing branded apparels through online shopping.

H_{6.0}: Types of branded/fashion garments like formals, casuals, office-wear, party-wear, ethnic-wear, inner-wear, winter-wear, summer-wear, sports-wear and swim-wear have a significant influence on the buying intentions of consumers' through conventional shopping.

H_{6.1}: Types of branded/fashion garments like formals, casuals, office-wear, party-wear, ethnic-wear, inner-wear, winter-wear, summer-wear, sports-wear and swim-wear have a significant influence on the buying intentions of consumers' through conventional shopping.

H₇: Types of latent individual buying behavior (Impulsive and Planned) have a significant influence on purchasing branded apparels online.

H₈: The pre-conceived notions (Trust, No touch and feel, Wrong deliveries, Confusion, Fear, not money worth) have a significant influence on avoiding online purchase of branded apparels.

DATA ANALYSIS

This study deals with the analysis of data in a meticulous and systematic manner using appropriate statistical tools so as to arrive at a concrete decision making and proffering most viable, workable and implementable suggestions to all retailers and e-tailers in the business domain to help achieve effective operations, as well as to the consumers for enhancing their quality of living and lifestyles.

Keeping in view the effective results a sample size of 200 consumers from various demographic profiles of all districts of Andhra Pradesh state, India was considered for the analysis. The data so collected has been categorized into a) demographics, b) consumers' interests, intentions

with an idea of evaluating their overall behavior patterns towards opting branded apparels through conventional and online stores and c) exploration of factors, in the case of non-users of online shopping as to why they are not interested in online shopping of branded apparels and d) finding out the reasons from non-brand users for their disinterest in brand apparels, analyzed using SPSS V.23 statistical tool for testing formulated hypotheses.

Reliability Test

In order to ensure the accuracy and the validity of the questions framed to elicit the requisite results from the consumers, a reliability test (Cronbach's alpha) was conducted considering all the independent and dependent variables.

Reliability Statistics	
Cronbach's Alpha	N of Items
.953	63

Since it is the consumer based study the standard value is taken as 0.7 and the derived output value is compared with it. As the value obtained is higher than the standard value ($0.953 > 0.7$) it is amply proved as reliable and is valid.

Testing Hypotheses

H_{1.0}: The demographic factors (Age, Gender, Education, Occupation, Income and Place) have a significant influence on the intentions of purchasing branded apparels through conventional shopping.

Table 1

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	2.422	4	.605	2.898	.024
	Within Groups	35.093	168	.209		
	Total	37.514	172			

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Age	Between Groups	11.153	4	2.788	5.526	.000
	Within Groups	84.766	168	.505		
	Total	95.919	172			
Education	Between Groups	1.574	4	.393	.646	.630
	Within Groups	102.299	168	.609		
	Total	103.873	172			
Occupation	Between Groups	1.393	4	.348	.445	.776
	Within Groups	131.474	168	.783		
	Total	132.867	172			
Income	Between Groups	11.970	4	2.993	1.675	.158
	Within Groups	300.064	168	1.786		
	Total	312.035	172			

*Significant Level at 0.05

The results arrived at Table, consequent to ANOVA, only gender and age out of all demographic elements are found to have a significant influence on the purchasing intentions of consumers towards buying branded apparels. The others i.e education, occupation and income do not have significant influence on the buying intentions of consumers of purchasing branded apparels. Hence, the hypothesis “The demographic factors Age & Gender have a significant influence on the intentions of purchasing branded apparels through conventional shopping” is accepted and the other demographics Education, Occupation and Income have no significant influence on purchasing branded apparels. Hence the hypothesis “The demographic factors Age & Gender have a significant influence on the intentions of purchasing branded apparels through conventional shopping” is accepted.

H_{1,1}: The demographic factors (Age, Gender, Education, Occupation, Income and Place) have a significant influence on the intentions of purchasing branded apparels through online shopping.

Table 2

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	.374	1	.374	1.676	.197
	Within Groups	44.181	198	.223		
	Total	44.555	199			
Age	Between Groups	.956	1	.956	1.787	.183
	Within Groups	105.919	198	.535		
	Total	106.875	199			
Education	Between Groups	6.515	1	6.515	12.024	.001
	Within Groups	107.280	198	.542		
	Total	113.795	199			
Occupation	Between Groups	.466	1	.466	.643	.424
	Within Groups	143.534	198	.725		
	Total	144.000	199			
Income	Between Groups	5.219	1	5.219	2.803	.096
	Within Groups	368.701	198	1.862		
	Total	373.920	199			

*Significant Level at 0.05

From Table 2 it is inferred that only education ($p = 0.01$) as a demographic factors has a significant influence on the purchasing of branded apparels online and the other demographics gender, age, occupation and income ($p=0.197$, $p=0.183$, $p=0.424$, $p=0.096$ respectively) are observed to have no significant influence on intentions of consumers on purchasing branded apparels online. Hence the hypothesis “*The demographic factors (Age, Gender, Education, Occupation, Income and Place) have a significant influence on the intentions of purchasing branded apparels through online shopping*” is accepted in the case of education, and the same is rejected for in the case of other demographics viz. age, gender, occupation and income is rejected.

H_{2.0}: The rising levels of brand consumerism have a significant influence on purchasing branded apparels through conventional shopping.

Table 3

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Are you habitual wearer of branded clothes?	Between Groups	7.648	1	7.648	35.760	.001
	Within Groups	42.347	198	.214		
	Total	49.995	199			
Where do you purchase branded clothes?	Between Groups	247.346	1	247.346	111.608	.005
	Within Groups	438.809	198	2.216		
	Total	686.155	199			
Are you fascinated about new arrivals?	Between Groups	40.210	1	40.210	214.343	.001
	Within Groups	37.145	198	.188		
	Total	77.355	199			
Do you follow fashion trends	Between Groups	154.528	1	154.528	129.456	.002
	Within Groups	236.347	198	1.194		
	Total	390.875	199			
How often do you wear branded clothes?	Between Groups	147.661	1	147.661	237.286	.000
	Within Groups	123.214	198	.622		
	Total	270.875	199			

*Significance level at 0.05

As shown in the table 3 the habit of wearing branded clothes ($p=0.001$), purchasing branded clothes from conventional shopping i.e. Show rooms, Malls, Retail Shops and Company outlets ($p=0.05$), fascination towards new arrivals of branded apparels ($p=0.001$), following the fashion trends (0.002) and frequency of wearing branded clothes (0.000) have a significant

influence on consumers' purchase intentions of branded apparels through conventional shopping. Hence, the hypothesis “*The rising levels of brand consumerism have a significant influence on purchasing branded apparels through conventional shopping*” is accepted.

H_{2.1}: *The rising levels of brand consumerism have a significant influence on purchasing branded apparels through online shopping.*

Table 4

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Are you habitual wearer of branded clothes?	Between Groups	3.187	1	3.187	13.481	.001
	Within Groups	46.808	198	.236		
	Total	49.995	199			
Where do you purchase branded clothes?	Between Groups	459.740	1	459.740	402.043	.000
	Within Groups	226.415	198	1.144		
	Total	686.155	199			
Are you fascinated about new arrivals?	Between Groups	4.612	1	4.612	12.553	.002
	Within Groups	72.743	198	.367		
	Total	77.355	199			
Do you follow fashion trends	Between Groups	8.556	1	8.556	4.431	.037
	Within Groups	382.319	198	1.931		
	Total	390.875	199			
How often do you wear branded clothes?	Between Groups	17.394	1	17.394	13.586	.000
	Within Groups	253.481	198	1.280		
	Total	270.875	199			

*Significance level at 0.05

In case of online shopping as shown in the table 4 the habit of wearing branded clothes ($p=0.001$), purchasing branded clothes from conventional shopping i.e. Show rooms, Malls, Retail Shops and Company outlets ($p=0.000$), fascination towards new arrivals of branded apparels ($p=0.002$), following the fashion trends (0.037) and frequency of wearing branded clothes (0.000) have a significant influence on consumers' purchase intentions of branded apparels through online shopping. Hence, the hypothesis "*The rising levels of brand consumerism have a significant influence on purchasing branded apparels through online shopping*" is accepted.

H_{3,0}: *Social media, Friends & social groups have a significant influence on purchasing intentions of the consumers through conventional shopping.*

Table 5

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Social Media	Between Groups	26.419	1	26.419	507.840	.000
	Within Groups	10.301	198	.052		
	Total	36.720	199			
Friends/Social groups	Between Groups	28.468	1	28.468	349.512	.000
	Within Groups	16.127	198	.081		
	Total	44.595	199			

*Significance level at 0.05

As is seen in the table 5 Social Media ($p = 0.000$) as well as Friends & Social groups ($p = 0.000$) have a significant influence on consumers' intentions of purchasing branded apparels through conventional shopping. Thus, the hypothesis *Social media, Friends & social groups have a significant influence on purchasing intentions of the consumers through conventional shopping*" is accepted.

H_{3,1}: *Social media, Friends & social groups have a significant influence on purchasing intentions of the consumers through online shopping.*

Table 6

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Social Media	Between Groups	2.371	1	2.371	13.669	.000
	Within Groups	34.349	198	.173		
	Total	36.720	199			
Friends/Social groups	Between Groups	3.241	1	3.241	15.518	.000
	Within Groups	41.354	198	.209		
	Total	44.595	199			

*Significance level at 0.05

In the case of online shopping as observed from the table 6 Social Media ($p = 0.000$) as well as Friends & Social groups ($p = 0.000$) have a significant influence on consumers' intentions of purchasing branded apparels through conventional shopping, Thus, the hypothesis *Social media, Friends & social groups have a significant influence on purchasing intentions of the consumers through online shopping* is accepted.

H_{4.0} : *The attributes viz. Quality, Color, Price, Commercials, Unique Image, Social conformity, Offers/Discounts, Feeling confident and Self Image have a significant influence on the intentions of consumers of purchasing branded apparels via conventional shopping.*

Table 7

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Quality	Between Groups	41.280	1	41.280	140.391	.000
	Within Groups	58.220	198	.294		
	Total	99.500	199			
Color	Between Groups	85.496	1	85.496	124.747	.000
	Within Groups	135.699	198	.685		
	Total	221.195	199			

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	66.992	1	66.992	99.910	.000
	Within Groups	132.763	198	.671		
	Total	199.755	199			
Commer- cials	Between Groups	100.012	1	100.012	150.971	.000
	Within Groups	131.168	198	.662		
	Total	231.180	199			
Uniqueness	Between Groups	88.526	1	88.526	97.685	.000
	Within Groups	178.529	197	.906		
	Total	267.055	198			
Social Con- formity	Between Groups	86.013	1	86.013	107.200	.000
	Within Groups	158.867	198	.802		
	Total	244.880	199			
Offers/Dis- counts	Between Groups	68.834	1	68.834	107.213	.000
	Within Groups	127.121	198	.642		
	Total	195.955	199			
Feeling Confident	Between Groups	66.081	1	66.081	81.008	.000
	Within Groups	161.514	198	.816		
	Total	227.595	199			
Self-Image	Between Groups	60.743	1	60.743	114.487	.000
	Within Groups	105.052	198	.531		
	Total	165.795	199			

*Significance level at 0.05

It is clear from the table 7 that the attributes viz. Quality, Color, Price of the products, Commercials, Sense of uniqueness, Social Conformity, Offers/Discounts on products, arousing a feeling of being confident and feeling of self-image (p values are 0.000 for all) have a significant influence on consumers' purchase intentions of purchasing branded apparels through conventional shopping. Hence, the hypothesis "*The*

attributes viz. *Quality, Color, Price, Commercials, Unique Image, Social conformity, Offers/Discounts, Feeling confident and Self Image* have a significant influence on the intentions of consumers of purchasing branded apparels via conventional shopping” is accepted.

H_{4.1}: *The attributes viz. Quality, Color, Price, Commercials, Unique Image, Social conformity, Offers/Discounts, Feeling confident and Self Image* have a significant influence on the intentions of consumers of purchasing branded apparels via conventional shopping.

Table 8

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Quality	Between Groups	15.705	1	15.705	37.110	.000
	Within Groups	83.795	198	.423		
	Total	99.500	199			
Color	Between Groups	.446	1	.446	.400	.000
	Within Groups	220.749	198	1.115		
	Total	221.195	199			
Price	Between Groups	.622	1	.622	.619	.000
	Within Groups	199.133	198	1.006		
	Total	199.755	199			
Com- mercials	Between Groups	9.719	1	9.719	8.689	.004
	Within Groups	221.461	198	1.118		
	Total	231.180	199			
Unique- ness	Between Groups	3.615	1	3.615	2.703	.034
	Within Groups	263.441	197	1.337		
	Total	267.055	198			
Social Confor- mity	Between Groups	8.315	1	8.315	6.959	.009
	Within Groups	236.565	198	1.195		
	Total	244.880	199			
Offers/ Dis- counts	Between Groups	.005	1	.005	.005	.002
	Within Groups	195.950	198	.990		
	Total	195.955	199			
Feeling Confi- dent	Between Groups	2.090	1	2.090	1.835	.004
	Within Groups	225.505	198	1.139		
	Total	227.595	199			

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Self-Image	Between Groups	.498	1	.498	.597	.000
	Within Groups	165.297	198	.835		
	Total	165.795	199			

*Significant Level at 0.05

In the case of online shopping it is found from the table 8 that the attributes viz. Quality ($p=0.000$), Color ($p=0.000$), Price ($p=0.000$) of the products, Commercials ($p=0.004$), Sense of uniqueness ($p=0.034$), Social Conformity ($p=0.009$), Offers/Discounts on products ($p=0.002$), arousing a feeling of being confident ($p=0.004$) and feeling of self-image ($p=0.000$) have a significant influence on consumers' purchase intentions of purchasing branded apparels through shopping online. Hence, the hypothesis "*The attributes viz. Quality, Color, Price, Commercials, Unique Image, Social conformity, Offers/Discounts, Feeling confident and Self Image have a significant influence on the intentions of consumers of purchasing branded apparels via online shopping*" is accepted.

H_{4.2}: *The attributes viz. Quality, Color, Price, Commercials, Unique Image, Social conformity, Offers/Discounts, Feeling confident and Self Image have a significant influence on the intentions of consumers of purchasing branded apparels via conventional shopping.*

Table 9

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Recognition	Between Groups	59.014	1	59.014	94.337	.000
	Within Groups	123.861	198	.626		
	Total	182.875	199			

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Emotional Satisfaction	Between Groups	62.940	1	62.940	102.332	.000
	Within Groups	121.780	198	.615		
	Total	184.720	199			
Value for Money	Between Groups	52.346	1	52.346	104.431	.000
	Within Groups	99.249	198	.501		
	Total	151.595	199			
Social/Peer Group Applause	Between Groups	75.962	1	75.962	95.606	.000
	Within Groups	157.318	198	.795		
	Total	233.280	199			
Flamboyance	Between Groups	84.980	1	84.980	106.144	.000
	Within Groups	158.520	198	.801		
	Total	243.500	199			

*Significant Level at 0.05

H_{5.0}: *The consumers' expectations (Recognition, Emotional Satisfaction, Value for Money, Social/Peer group applause and Flamboyance) have a significant influence on their buying behavior towards purchasing branded apparels through conventional shopping.*

Table 10

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Recognition	Between Groups	59.014	1	59.014	94.337	.000
	Within Groups	123.861	198	.626		
	Total	182.875	199			

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Emotional Satisfaction	Between Groups	62.940	1	62.940	102.332	.000
	Within Groups	121.780	198	.615		
	Total	184.720	199			
Value for Money	Between Groups	55.630	1	55.630	111.345	.000
	Within Groups	98.925	198	.500		
	Total	154.555	199			
Social/Peer Group Applause	Between Groups	75.962	1	75.962	95.606	.000
	Within Groups	157.318	198	.795		
	Total	233.280	199			
Flamboyance	Between Groups	92.881	1	92.881	126.835	.000
	Within Groups	144.994	198	.732		
	Total	237.875	199			

*Significant Level at 0.05

It is elicited from the table 10 the expectations of the consumers of branded apparels i.e. feeling a sense of recognition, emotional satisfaction, believing value for money, social/peer group applause and feeling flamboyant ($p=0.000$ for all) have a significant influence on their intentions to go-in for branded apparels and hence, the hypothesis “*The consumers’ expectations (Recognition, Emotional Satisfaction, Value for Money, Social/Peer group applause and Flamboyance) have a significant influence on their buying behavior towards purchasing branded apparels through conventional shopping*” is accepted.

H_{5.1}: The consumers’ expectations (Recognition, Emotional Satisfaction, Value for Money, Social/Peer group applause and Flamboyance) have a significant influence on their buying behavior towards purchasing branded apparels through online shopping.

Table 11

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Recognition	Between Groups	3.633	1	3.633	4.013	.047
	Within Groups	179.242	198	.905		
	Total	182.875	199			
Emotional Satisfaction	Between Groups	6.356	1	6.356	7.056	.009
	Within Groups	178.364	198	.901		
	Total	184.720	199			
Value for Money	Between Groups	3.986	1	3.986	5.242	.023
	Within Groups	150.569	198	.760		
	Total	154.555	199			
Social/Peer Group Applause	Between Groups	13.793	1	13.793	12.443	.001
	Within Groups	219.487	198	1.109		
	Total	233.280	199			
Flamboyance	Between Groups	5.043	1	5.043	4.289	.040
	Within Groups	232.832	198	1.176		
	Total	237.875	199			

*Significant Level at 0.05

In the case of online shopping table 11 spells out that the expectations of the consumers of branded apparels i.e. feeling a sense of recognition ($p=0.047$), emotional satisfaction ($p=0.009$), believing value for money ($p=0.023$), social/peer group applause ($p=0.001$) and feeling flamboyant (0.040) have a significant influence on their intentions to go-in for branded apparels and hence, the hypothesis “*The consumers’ expectations (Recognition, Emotional Satisfaction, Value for Money, Social/Peer group applause and Flamboyance) have a significant influence on their buying behavior towards purchasing branded apparels through online shopping*” is accepted.

H_{6.0}: Types of branded/fashion garments like formals, casuals, office-wear, party-wear, ethnic-wear, inner-wear, winter-wear, summer-wear, sports-wear and swim-wear have a significant influence on the buying intentions of consumers’ through conventional shopping.

Table 12

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Only Formals	Between Groups	44.202	1	44.202	215.683	.000
	Within Groups	40.578	198	.205		
	Total	84.780	199			
Casuals	Between Groups	41.640	1	41.640	213.844	.000
	Within Groups	38.555	198	.195		
	Total	80.195	199			
Office Wear	Between Groups	44.574	1	44.574	216.206	.000
	Within Groups	40.821	198	.206		
	Total	85.395	199			
Party-wear	Between Groups	51.541	1	51.541	236.154	.000
	Within Groups	43.214	198	.218		
	Total	94.755	199			
Ethnic wear	Between Groups	60.308	1	60.308	289.328	.000
	Within Groups	41.272	198	.208		
	Total	101.580	199			
Inner-wear	Between Groups	56.048	1	56.048	259.090	.000
	Within Groups	42.832	198	.216		
	Total	98.880	199			
Winter-wear	Between Groups	73.069	1	73.069	470.468	.000
	Within Groups	30.751	198	.155		
	Total	103.820	199			
Summer-wear	Between Groups	70.995	1	70.995	427.127	.000
	Within Groups	32.744	197	.166		
	Total	103.739	198			

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Sports-wear	Between Groups	64.725	1	64.725	332.398	.000
	Within Groups	38.555	198	.195		
	Total	103.280	199			

*Significant Level at 0.05

Concerning the types of branded garments consumers choose, it is inferred from the table 12 that Only Formals, Casuals, Office Wear, Party-wear, Ethnic wear, Inner-wear, Winter-wear, Summer-wear and Sports-wear (all p values are 0.000) have a significant influence on their buying intentions through conventional shopping and hence, the hypothesis “*Types of branded/fashion garments like formals, casuals, office-wear, party-wear, ethnic-wear, inner-wear, winter-wear, summer-wear, sports-wear and swim-wear have a significant influence on the buying intentions of consumers’ through conventional shopping*” is accepted.

$H_{6,1}$: Types of branded/fashion garments like formals, casuals, office-wear, party-wear, ethnic-wear, inner-wear, winter-wear, summer-wear, sports-wear and swim-wear have a significant influence on the buying intentions of consumers’ through conventional shopping.

Table 13

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Only Formals	Between Groups	4.247	1	4.247	10.441	.001
	Within Groups	80.533	198	.407		
	Total	84.780	199			
Casuals	Between Groups	7.323	1	7.323	19.898	.000
	Within Groups	72.872	198	.368		
	Total	80.195	199			
Office Wear	Between Groups	9.416	1	9.416	24.537	.000
	Within Groups	75.979	198	.384		
	Total	85.395	199			

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Party-wear	Between Groups	9.555	1	9.555	22.205	.000
	Within Groups	85.200	198	.430		
	Total	94.755	199			
Ethnic wear	Between Groups	6.318	1	6.318	13.133	.000
	Within Groups	95.262	198	.481		
	Total	101.580	199			
Inner-wear	Between Groups	15.289	1	15.289	36.215	.000
	Within Groups	83.591	198	.422		
	Total	98.880	199			
Winter-wear	Between Groups	17.299	1	17.299	39.589	.000
	Within Groups	86.521	198	.437		
	Total	103.820	199			
Summer-wear	Between Groups	19.228	1	19.228	44.821	.000
	Within Groups	84.511	197	.429		
	Total	103.739	198			
Sports-wear	Between Groups	14.705	1	14.705	32.870	.000
	Within Groups	88.575	198	.447		
	Total	103.280	199			

*Significant Level at 0.05

In the case of online shopping the table 13 is amply suggestive of the types of branded garments consumers choose that Only Formals, Casuals, Office Wear, Party-wear, Ethnic wear, Inner-wear, Winter-wear, Summer-wear and Sports-wear (all p values are 0.000) have a significant influence on their buying intentions through conventional shopping and hence, the hypothesis “*Types of branded/fashion garments like formals, casuals, office-wear, party-wear, ethnic-wear, inner-wear, winter-wear, summer-wear, sports-wear and swim-wear have a significant influence on the buying intentions of consumers’ through online shopping*” is accepted.

H₇: Types of latent individual buying behavior (Impulsive and Planned) have a significant influence on purchasing branded apparels online.

Table 14

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Buying Behavior Attitude: Impulsive	Between Groups	3.926	1	3.926	7.778	.006
	Within Groups	99.949	198	.505		
	Total	103.875	199			
Buying Behavior Attitude: Planned	Between Groups	8.468	1	8.468	22.940	.000
	Within Groups	73.087	198	.369		
	Total	81.555	199			

*Significant Level at 0.05

Regarding the innate arousals leading to impulsive buying behavior ($p=0.006$) of consumers towards branded apparels in some cases and the planned ($p=0.000$) programme in the other cases have a significant influence on purchasing branded apparels online as explicitly shown in table 14. Hence, the hypothesis “*Types of latent individual buying behavior (Impulsive and Planned) have a significant influence on purchasing branded apparels online*” is accepted.

H₈: The pre-conceived notions (Trust, No touch and feel, Wrong deliveries, Confusion, Fear, not money worth) have a significant influence on avoiding online purchase of branded apparels.

Table 15

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Reasons for Avoiding: Do Not Trust	Between Groups	6.548	1	6.548	17.134	.000
	Within Groups	75.672	198	.382		
	Total	82.220	199			

No Touch and Feel	Between Groups	20.973	1	20.973	88.102	.000
	Within Groups	46.896	197	.238		
	Total	67.869	198			
Color Mis-matches	Between Groups	41.195	1	41.195	162.696	.000
	Within Groups	49.881	197	.253		
	Total	91.075	198			
Altering Problems	Between Groups	43.227	1	43.227	161.514	.000
	Within Groups	52.993	198	.268		
	Total	96.220	199			
Confusion	Between Groups	45.185	1	45.185	159.845	.000
	Within Groups	55.970	198	.283		
	Total	101.155	199			
Fear of Wrong delivery	Between Groups	45.185	1	45.185	159.845	.000
	Within Groups	55.970	198	.283		
	Total	101.155	199			
No Value for Money	Between Groups	41.947	1	41.947	163.065	.000
	Within Groups	50.933	198	.257		
	Total	92.880	199			

*Significant Level at 0.05

It is reckoned from table 15 the preconceived notions and suppositions concerning trust, no touch and feel, wrong deliveries, confusion, fear, not money worth have got significant influence in some cases of consumers contributing to their avoidance of online shopping of branded apparels. Hence, the hypothesis “*The pre-conceived notions (Trust, No touch and feel, Wrong deliveries, Confusion, Fear, not money worth) have a significant influence on avoiding online purchase of branded apparels*” is accepted.

FINDINGS

For the study of consumer intentions towards purchasing of branded apparels the population of 200 respondents was considered.

- Out of the population of 200 respondents considered for study 133 (66.20 per cent) are male and 67 (33.3 per cent) are female.
- Regarding age groups of the respondents the major portion consists of 87 (43.50 per cent) are of the age group 26-35 followed by 74 (37.00 per cent) 18-25 and 39 (19.50 per cent) 36-50.
- So far as educational background of the respondents the major chunk is graduates 103 (51.50 per cent) followed by post-graduates 82 (41.00 per cent).
- Concerning the occupational aspect of the respondents the employed (130, 65.00 per cent) form a big lot and professionals 36 (18.00 per cent).
- In regard to income levels of the respondents, the biggest apportionment forms 89 (44.50 per cent) of Rs. 10,000-25,000, 40 (20.00 per cent) below Rs. 10,000, 32 (16.00 per cent) 25,000-50,000, 4 (2.00 per cent) above Rs. 1,00,000 and 15 (7.50 per cent) are dependents.
- Out of population of 200 respondents 173 (86.50 per cent) are found using the branded apparels and 27 (13.50 per cent) neither use branded apparels not go for online shopping.
- It is found the 99 (57.50 per cent) are habitual wearers of the branded apparels and the 74 (42.50 per cent) use the branded apparels but not always.
- Among 173 brand users, 65 (37.50 per cent) are online buyers, 108 (62.50 per cent) conventional shoppers.
- Out of 173 brand seekers, 124 (71.50 per cent) give preference to brands to non-branded clothes. 49 (28.50 per cent) use branded clothes but without any specific preferences. 119 (59.50 per cent) are fascinated towards new arrivals in the market, 140 (81.00 per cent) follow the fashion trends and 97 (48.50 per cent) are crazy about fashion trends.
- The sources of information pertaining to various kinds of branded wear are T.V commercials, Internet, Social Media, Movies and Friends & Social groups. The respondents are observed to be emulated by one or more of the above sources.
- The respondents comprise of Quarterly buyers (70, 35.50 per cent), Half-yearly (46, 23.00 per cent), Monthly (44, 22.00 per cent) and weekly (10, 5.00 per cent).

- It is found that the major factors including a few subsidiaries that influence the 173 consumers to buy branded apparels are Quality (161, 93.00 per cent), Color (131, 75.50 per cent), price (142, 82.00 per cent), commercials (121, 70.00 per cent), Uniqueness (135, 78.00 per cent), social conformity (135, 78.00 per cent), offers and discounts (147, 85.00 per cent), feeling confident (146, 84.50 per cent) and self-image (151, 87.50 per cent).
- As regards the consumers' expectations from branded apparels (both off and online shopping) the major expectations including some minor ones are found to be recognition (153, 88.50 per cent), emotional satisfaction (150, 87.00 per cent), value for money (158, 91.50 per cent), social/peer group applause (141, 81.50 per cent), flamboyance (137, 80.00 per cent).
- As far as ranking of the attributes is concerned, it is found from the data analysis that the brand Image out-weighed the other traits with 114 (65.50 per cent) of the respondents supporting it, followed the quality 91 (52.60 per cent), price 87 (50.30 per cent), comfort 90 (52.00 per cent), fitment 85 (49.10 per cent), trend Relevance 76 (44.00 per cent) and maintenance 71 (41.00 per cent).
- With regard to types of fashion apparels used by 173 respondents analyzed the major portion has taken first place with casuals 115 (66.47 per cent) preferring them, closely followed by the formals 108 (62.43 per cent), office-wear 107 (61.85 per cent), party-wear 89 (51.45 per cent), ethnic-wear 68 (39.31 per cent), inner-wear 78 (48.09 per cent), winter-wear 40 (23.12 per cent), Summer-wear 44 (25.43 per cent) and sports-wear 58 (33.53 per cent).
- Among 173 respondents 122, (70.53 per cent) are the planned buyers and the remaining 51 (29.47 per cent) are impulsive buyers.
- It is extracted from the analysis that only 65 respondents are used to online shopping of branded apparels. The remaining comprises 135 respondents including 27 non-brand and non-online shoppers.
- The major factors detract 135 respondents are "don't trust" (112, 82.90 per cent), "lack of touch and feel" (130, 96.30 per cent), "presumption of different color" (84, 62.20 per cent), "alteration problems" (82, 62.75 per cent), "confusion" (79, 58.52 per cent), "fear of wrong deliveries" (79, 58.52 per cent), "no shopping satisfaction" (94, 69.60 per cent) and "feeling no value for money" (84, 62.30 per cent).

- On analysis it is observed that the factors that brush-out 27 respondents from buying branded apparels or online shopping have been identified to be: lack of awareness (15, 55.60 per cent), lack of interest (22, 81.50 per cent), complacency (20, 74.10 per cent), necessity not felt (12, 44.50 per cent), affordability (16, 59.30 per cent) and felt waste of money (17, 62.96 per cent).

SUGGESTIONS

A constructive study involving a deep delving in to the mindsets of the consumers, so as to derive a comprehensive understanding of the intricacies of their intentions towards the online and conventional shopping patterns with an aim to provide them as well as the retailers the most viable and implementable suggestions to achieve a higher standard of awareness and better living and for this purpose the youth of Andhra Pradesh, India has been considered as a subject matter and a close inquest has been made.

- Though the study has amply shown that the role of demographics is meager, it is observed that there is a great scope for inculcating the interest on brand culture among the people irrespective of their age, gender, income and occupation and boost their morale in its adoption. It is a sheer responsibility of the retailers to tap the potential by various means like close, affectionate, friendly, and interesting personal interactions with a human touch although it is tedious but yields high returns in the long run in terms of consumer education, enhancing lifestyles and their own business growth itself.
- In the context of Indian consumers there is profound need to uplift the agrarian sector to attain higher standards of living in terms of income, education, attire, nutritional standards and so on; and simultaneously upgrade the middle class lifestyles. The prime responsibility rests with the government, business sector, NGO's etc. In the process, the consumers of the sectors mentioned above will develop their dressing styles in a general sense and a gradual understanding of the aspects of brand consumerism.
- The statistical analysis considered for this study reveals that the conventional shopping is making an exponential growth both in brand and non-branded apparels, the online shopping is still limping far behind. It is to suggest the retailers while improvising their apparel business relating to conventional shopping with their own strategies & means, they have to also feel it binding on their part to

inculcate a wide interest in the mindset of consumers to turn online shoppers by way of franchising. To cite a few examples of success include Bigbazaar's adoption of www.fbbonline.in, Brandfactory's (www.brandfactoryonline.com) etc.,

- Since the online shopping is unable to make a dent in the branded apparel market till today, may be because of their own reasons, it is but essential on the part of the e-tailers to advocate the online shopping in a big way, though a difficult proposition to reckon with, to ward-off the notional phobias/fears such as touch and feel, color mismatches, wrong product delivery problems, return policies etc., from the minds of the consumers. The e-tailers have to consider this as a thrust-area and lay a special focus and initiate important remedial measures to thwart such issues that often prevail.
- It is an absolute necessity for e-tailers to improve their online shopping websites in an utmost realistic manner including aesthetics, effective order processing system, displaying the accurate product image and videos, a transparent return policy, effective customer care etc., and simultaneously adopt customer education concerning the ease of use, time saving, secure transactions, customer privacy and price benefits.
- The social media is another important thrust-area the retailers have to seriously look into, as it plays a predominant role in promoting brand apparel business, both conventional and online. The very concept of social media influence is hither-to misrepresented in certain subtle behavioral aspects of consumers intentions and as such the retailers have to weigh its consequences in a right manner and make an effective use of it as much as possible.
- It is further suggested to the retailers that they have to provide certain benefits to their existing customers for circulating among their friend/peer group and others, the messages sent by them from time to time regarding their new arrivals and promotional activities like discounts & offers, coupons etc.
- The existing shopping malls, branded outlets, brand factories, mega stores etc., in India display more posh & pomp and vanity, and no way within the reach of common man. Withstanding the current scenario it can be an appeal to the retailers to think of possible strategies to attract the common people to step-in feeling free without any iota of shy or embracement.
- Since the consumers weigh the money worth for durability, quality,

look, finesse, comfort, texture and other allied features, there is always a scope for the retailers to enhance their gamut further by way of extending the benefits from time to time and accordingly frame their advertising strategies. Thus, they can boost the attitudinal levels of the consumers that would lead not only the market growth substantially but adds largely to the retention of the customers.

- It is a practice in vogue that the retailers sell the garment sizes reflecting even numbers (i.e 18, 20, 22, 24.....50, M, L, XL, XXL) but most of the Indian personalities calls for odd numbers like (23, 25, 35, 41 etc.,). The retailers should take sufficient care of selling the sizes of odd numbers also enabling the consumers wear readily and avoid alteration problems.
- The brand apparels, due to high prices, are beyond reach of the common man. It is suggested to the retailers the possibility of lowering the prices of the existing brands or create the new brands with as low prices possible like in the case of “Kumar Shirts”. This can witness a two-way advantage, i.e. considerable increase in customers and markets.
- The personalization is a neglected area in the current day selling where the consumers miss the personalized shopping experience. The personalization plays a significant role in building the customer trust, retention of customer and enhancing their customer base and maintaining a long-term relationship. The retailers (off and online) are advised to find the appropriate ways and means to strengthen this area making shopping experience memorable one.
- As observed from the study consumers’ attitude also a prime contributor to the consumption of branded garments, that can be viewed in their interdependent angles of their beliefs, feelings and intentions about the product consumption. Since the human behavior is incorrigible as it is, but can be tuned for a temporary period by way of motivation. Therefore, it is advised to the retailers to deploy their subtle strategies to mould their attitudes with an extremely sensitive approach filled with empathy. Since the measurement of consumers’ attitude is a highly difficult task which involves the elements of the total human psychology, the retailers and their staff are to be thoroughly trained to handle such situations while interacting with the consumers at any point of time and place.
- It has been vastly observed that some of the garment sellers in the semi-urban and rural areas of the local repute sell one particular

brand only, that too of either male or female or kids. It is strongly recommended that all the sellers of various brands award the franchises to market their products through a single location (Eg. Reliance Shoppe, Reliance Digital etc.,) enabling such brand agencies to bring-out a mall ambiance and extend periodic support.

- Reputed brand sellers are advised to tie-up with the standard readymade shops in tier-III cities and rural areas, where there is no feasibility of establishing their shopping malls and outlets, to sell their branded-wear, thereby they not only can help in promoting brand culture amongst the rural people but aim for their business growth also deploying their promotional techniques besides fulfilling the customer intentions of buying branded apparels without any hassles.
- It is a generic observation from the study that several brand consumers are of the opinion of getting cheated by the reputed online sellers. After ordering the branded garments, they had received most inferior quality products in terms of texture, colors other than the ordered ones, damaged products and different sizes. The online retailers are advised with an emphasis that they have to keep-up the ethics in their dealings and not to resort to such deliberate acts of cheating.
- There is a need for the brand players to organize points of sale like kiosk-sales at different places in the towns and rural areas, Sunday markets, exhibitions etc., not only to capture the local business and generating awareness and urge amongst the common people. While this is not a costly affair for the retailers with an added advantage of being well within the vicinity of the consumers.
- In order to inculcate the awareness & interest in the common man's mind regarding the brand/fashion culture, the marketers have a compelling need to organize various kinds of fashion events and fashion shows with a traditional approach in the rural areas during the festival season and other celebration events.
- In order to spread the brand culture in the semi-urban areas and as the establishment of malls is not a viable proposition, the departmental stores are to be setup with comparable ambience to that of malls in the cities. The cost factor being lower compared to the big malls, people gradually tend to visit them often because of urge for modernity and change in their lifestyles.
- The retailers are advised that their promotional strategies should be designed in such a way that it should be generic in nature but at the

same time it should strongly hold the aspects of ethnicity & culture, traditions, customs, social norms & beliefs with a tinge of fashion and brand appeal.

CONCLUSION

This research involves a thorough study and analysis of the intentions of the youth of the state of Andhra Pradesh, India towards the conventional and online shopping of branded apparels covering their demographical, behavioral and social-economic aspects. It is found that income, education and occupation have no influence on purchasing intentions of branded apparels. The prime drivers found to influence the shopping intentions are social media, friends and social groups. The consumers' expectations from the branded apparels i.e. recognition, emotional satisfaction, value for money, social/peer group applause and flamboyance has also found to be the contributory factors. While shopping the consumers mainly look for the quality, color, price, image, offers & discounts and self-image. Major segment of the consumers is found to have the pre-conceived notions viz. trust, no touch and feel, wrong deliveries, confusion, fear, not money worth. Based on the findings of the study adequate solutions have been thought of to fill the gaps, bottlenecks & lacunae and several workable and implementable suggestions are provided. The study entails an ample scope for further research owing to its nature.

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