

**“ A CRITICAL ANALYSIS ON IMPACT OF CONSUMER BUYING
BEHAVIOUR FOR BRANDED CLOTHS WITH SPECIFIC REFERENCE TO
UTTAR PRADESH”**

Dr. Santosh Kumar Tripathi

Principal

Marwar Business School, Gorakhpur

Abstract: *India is seeing the change in life styles of major section of the population. The need to understand the rising markets and consumers has become a big problem for the corporate world especially in creating and managing a powerful brand. In this study, an effort was made to study the customer perception towards branded apparel and retail garment showrooms of Uttar Pradesh market. The objectives of this study are to analyze awareness about the brand, to study the factor which affect the consumer purchase of branded clothes and to critically review the buying behavior of customers in general. It was found that in Uttar Pradesh, customers are more attracted towards branded clothes major reason being its durability, advertisement and availability.*

Keywords: *Customer, Buying Behavior, Clothes, Attractiveness, etc.*

Introduction:

In the rising society, clothing is essential reasons in improving human personality development and socio-economic condition. The clothing sector has social responsibility which ensures overall growth of the country and shaping up the consumers preference from local market to global market. Whereas consumers preferences are the key factor to enable the clothing market user friendly. The buying behavior of consumers is affected by demographic, psychological and social factors. In order to satisfy the consumers manufacturers, designers and retailers are adopting various strategies and techniques based on the consumers preferences as per the trends available in the market.

India is seeing the change in life styles of major section of the population. The need to understand the rising markets and consumers has become a big problem for the corporate world especially in creating and managing a powerful brand. By making a powerful brand, corporate can establish 'brand equity' and the equity assists businesses in a variety of ways to manage competition and to maintain market share. Due to the globalization process, Indians

are paying attention to readymade dresses, particularly Multinational brands. Buying behavior of men on branded shirts is changing one. Customers visit the showroom with a brand in mind because the quality and comfort of that brand are suitable for them. It becomes important for the companies to understand these relationships for design and execution of branding strategies.

Brand management holds the explanation in the modern markets, particularly in Indian markets because Indians are very conventional. India's customary dress for men is Dhoti but gradually, people changed into tailor made dresses. Due to the globalization process, Indians are getting attracted to readymade garments, particularly Multinational brands. The growth of readymade men's wear business in India was very sluggish till the early 1980's. The main cause for this was that Indian was used to buy cloth and getting it stitched mainly through local tailoring shops from the unorganized segment. As a result, there were no local level brands in this category for a long period. By the mid 1980's however customer mind-set seemed to have in progress changing gradually, along with increasing urbanization, and changes in the social and economic status and life styles. As in many other industries in the nation, the move towards 'branding' soon took drive in the market. In this study, an effort was made to study the customer perception towards branded apparel and retail garment showrooms of Uttar Pradesh market.

Literature Review:

More than the choices that convinces to make a coherent analysis of available alternatives, emotions greatly effect and settle on the consumer decisions. Bagozzi's (1992) model proposes that the initial service evaluation leads to an emotional reaction which then drives behavior. Emotions are communications that arouses troubling encounters among subjective and objective factors (Dube & Menon, 2000). Indeed, it was renowned to be a significant negotiator of cognitive and behavioral consumer reactions to advertising (Batra & Ray, 1986; Edell & Burke, 1987; Holbrook & Batra, 1987). The information communicated make an image by the interaction of brand and consumers, which rationalizes the decision for buying. Communication of brand / company and users help create a constructive or destructive image of other users who read communication posted and consider them in the information for buying. On the other hand, connecting the brand in social media is viewed defiantly by customers upon the information they provide (Shin et al, 2010). Therefore, Holbrook et al

(1982) says that to evaluate consumer buying behavior in-depth, it is expected to understand the pattern of empirical aspects of consumer behavior such as emotions, feelings, fun, and fantasies linked with the product as they greatly influence the consumer buying behavior. Several factors influence the Consumer behavior. Most of the studies analyze these factors from the product perspective. However, in this research, the researcher is interested in examine the buying behavior from the individual perspective.

Objectives of the Study: The objective of present study are:

- To analyze awareness about the brand.
- To study the factor which affect the consumer purchase of branded clothes.
- To critically review the buying behavior of customers in general.

Research Methodology

The research paper based on secondary data collected.

Data Collection:

The secondary data of this study includes books by management experts, Ph.D. thesis, articles in periodical, newspapers, research paper, and journals.

Conclusions:

Branding or brand image should be framed with the help and conventional media with the presumption that social and customary media are similarly critical as to the brand picture. The distinctions in nature of internet-based life and customary media ought to be represented and utilized as channels that help each other making a collaboration of each channel's qualities. Moreover, regardless of whether there was where an organization would not concur with online life having the advantages that it is said to have, it is impulsive to prohibit it from their system and leave undiscovered a channel that by far most of buyers is utilizing.

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