

# Impact of Demographic Variables, Psychographic Variables and Product Attributes on Consumer Preference for Branded Apparels

Ebha Garg<sup>1</sup>, Dr. Charu Swami<sup>2</sup> and Namrata Singh<sup>3</sup>

<sup>1</sup> Research Scholar - Department of Management, Faculty of Social Sciences, Dayalbagh Educational Institute, Dayalbagh, Agra, U.P. - 282005, India

<sup>2</sup> Assistant Professor - Department of Home Science, Faculty of Arts, Dayalbagh Educational Institute, Dayalbagh, Agra, - 282005, India

<sup>3</sup> Research Scholar - Department of Home Science, Faculty of Arts, Dayalbagh Educational Institute, Dayalbagh, Agra, - 282005, India

## Abstract

India's population is diverse in the psychography and demography. In such a market, marketers need to meet the challenges of diverse demographic and psychographic characteristics. Moreover, consumers evaluate products based on a wide assortment of attributes. Thus, it is important to assess the variables impacting purchase of branded apparels by consumers. The study offers a glimpse of impact of demographic (gender, age, education, income, occupation and marital status) and psychographic variables and product attributes on consumer preference for branded apparels. Convenience sampling is adopted for data collection. The sample comprises 100 respondents (50 males and 50 females) of Agra city who made apparel purchase within last 6 months. They were administered interview schedules consisting 118 questions on demographics, psychographics and product attributes to the consumers. The study established that gender and income level brings significant variations in the purchase behaviour of consumers. Psychographic factors also affected the preference for branded apparel between Achievers, Believers, Experiencers, Innovators, Makers, Strivers, Survivors and Thinkers. The study indicates that for consumers, fitting is the most important attribute of apparel, second is pricing and third reliability of apparels when making purchasing decisions.

**Key Words:** *Branded apparel, consumers, demographic variables, psychographic variables*

## 1. Introduction

### 1.1 Indian Retail Industry

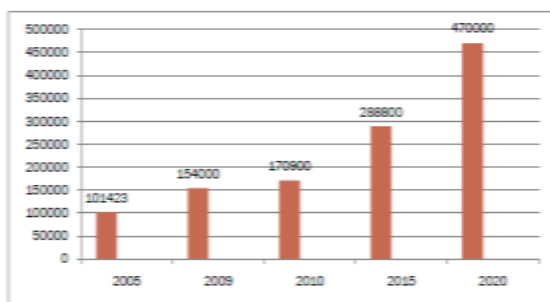
The Indian retail industry account for over 10 per cent of the country's Gross Domestic Product (GDP) and provides around 8 per cent of the total employment (India Brand Equity Foundation 2017). Healthy economic growth, rapid urbanisation, second largest population with affluent middle class, increasing disposable incomes, changing consumer tastes and preferences, widespread use of internet are some factors driving growth in the organised retail market in India (India Brand Equity Foundation). A.T. Kearney's 2017 Global Retail Development Index (GRDI) titled 'The Age of Focus' has placed India as the top developing country for retail investment on account of ease of doing business rapidly growing economy, consumption boom and relaxed foreign investment regulation.

### 1.2 Indian Textile Industry

The Indian textile industry is estimated around 108 billion dollars and is expected to reach 223 billion dollars by 2021. This industry employs over 45 million people directly, and 60 million people indirectly. The Indian Textile Industry contributes approximately 5 per cent to India's Gross Domestic Product (GDP), and 14 per cent to overall Index of Industrial Production (IIP). The textile industry is also one of the largest contributors to India's export

with approximately 13.5 percent of the country's total export of 42.2 billion dollars (IBEF).

Since independence, the Indian consumers have been using a variety of clothes: Indian, ethnic as well as western. India consumers are no longer just fashion followers but are fashion creators due to the large number of fashion designers now taking the Indian fashion global. As per the latest report by Technopak, Indian Textile & Apparel Compendium 2010, the Indian domestic textile and apparel market size in 2009 was Rs. 1,54,000 crore and is expected to reach 4,70,000 crore (US \$ 47bn) (Refer Figure 1) by 2020.



**Figure 1: Total Apparel Market Size (Rs. Crore) (Source: Indian Textile & Apparel Compendium 2010)**

Today, Indian clothes manufacturers are involved both in supplying to the local markets and markets abroad under a variety of brand names. The Indian clothes market has more than 2000 brands national and international such as Nike, Raymond, Levi's, Wrangler, Biba, W, Lee Cooper, Allen Solley, etc. Branded apparels are frequently used by the consumer for its significant price reflecting his/her status. When apparel have a brand label; it may be perceived as a symbol of status. Apparel consumers are encouraged by a want to make an impact on others with their capacity to pay high prices for branded apparel.

According to the American Marketing Association (AMA), a brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition" (Keller 2003, p. 3). Consumers look to branded products to help them define their self image and as a point of reference when making purchasing decisions (Davies and Ward, 2005).

### 1.3 Factors Impacting Consumer Apparel Purchase

India, is a country that has a population which is not only diverse in culture, language and economy but also diverse in the psychography and demography. In

such a market marketers need to understand the behavior of customers so as to successfully meet the challenge of diverse demographic and psychographic characteristics. Moreover, globalization has enabled consumers' access to various brands. Thus it is of significant interest to assess the variables impacting purchase of apparels by consumers.

Demographics and psychographics play a very significant role in the selection of brands. "It has been pointed out that traditional demographics fail to provide a complete picture of the customers, as the same demographic group may possess different psychographic characteristics (Lilien and Kotler, 1983). Proper market segmentation (Cooper, 1984) and accurate prediction of consumer behaviour for commercial gains are achieved if psychological information is available about them. This is the reason why it is important to know the influence of psychographics on consumer preference for branded apparel.

Psychographic characteristics refer to the inner qualities of the individual consumer. After its introduction by Emanuel Demby, a marketing researcher, in 1970s, psychographics (and lifestyle) have received wide attention among theorists and practitioners. Psychographics is defined as "a way of describing (graphics) the psychological (psycho) makeup or lifestyle of a consumer or segment of consumers" (Hawkins, et al., 1989, p. 402). Psychographics is the science of using psychology and demographics to better understand consumers (Kotler, 2010). Customers are classified into groups on the based on personality traits, lifestyles, values and attitudes. People within same demographic group can exhibit different psychological profiles. When attitudes, values, personality characteristics and belief systems are analyzed statistically to determine groups with substantially different attitudes, the result is psychographic segmentation.

According to value theory in psychology, values can be defined as "The manner in which human beings develop, assert and believe in certain values, and act or fail to act on them". Attempts are made to explain experimentally why human beings prefer or choose some things over others, how personal behaviour may be guided by certain values and judgments.

"Attitude is a concept in psychology which can be defined as positive, negative or neutral views of a person, about an object, behaviour or event. People can also be ambivalent towards a target, meaning that they simultaneously possess a positive and a negative attitude." "Lifestyle refers to how people live, how they spend their money, and how they allocate their time."

If communication program developed based on psychographics segmentation, it will result in more effective and efficient campaigns. The study strives to offer a glimpse of impact of demographic (gender, age, education, income, occupation and marital status) and psychographic factors on consumer preference for branded apparel. Ten popular apparel brands are selected as the central concentration for this study. VALS is a way of viewing people on the basis of their attitudes, needs, wants, beliefs and demographics. By using psychology to analyze and predict consumer preferences and choices, the VALS system constructs a link between personality traits and buying behavior. The study thus profiles the consumers into eight segments based on Values and Lifestyle (VALS) model. It is evident from this research that consumers' brand preferences vary according to their lifestyle segment.

Also, the wide array of apparels in the market forces consumers to evaluate and make purchase decision. Consumers arrive at a composite assessment of the product by identifying, evaluating and integrating some or all of the various items of information related to the product. Consumers evaluate products based on a wide assortment of attributes. Researchers have defined product attributes as consumers' subjective notions of features possessed by a product (Wilkie & Pessemier, 1973). Thus, the study also attempts to conceptualize the impact of various product attributes influencing purchase behavior. The insights from the study provide a better understanding of both the challenges and opportunities that exist as the apparel industry continues to evolve.

## 2. Background literature

Review of literature was performed to understand the broad concept of consumer preferences for brands and variables impacting consumer preferences for brands.

### 2.1 Demographic Factors

In a study conducted to do psychographic segmentation of elder people, it was found out that demographics alone cannot give a complete picture for psychographic segmentation (Cooper, 1984). Another study argued that demographic characteristics such as age and employment status can be misleading while segmenting markets but income is highly related to buying behaviour and is generally used in segmenting the market (Bone, 1991). Another study revealed that demographic factor such as education level does impact purchase behaviour in consumers (Ruby Jain, et. al., 2011).

But some studies show results inconsistent with other studies for example a study found that there is no influence of demographic variables on brand equity on luxury handbags in Bangkok (Wongsiriwat, 2007). In another study it was found out that students' preferences towards foreign branded apparels are related to the level of purchasing power and not related to other demographics variables (Yin, et. al, 2012).

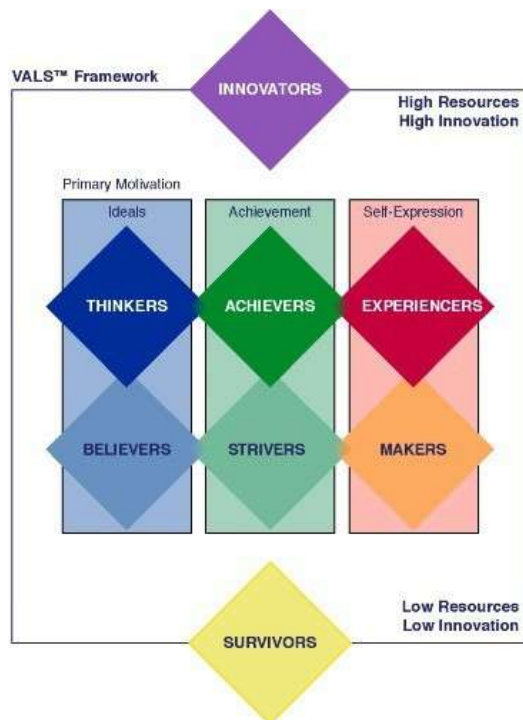
### 2.2 Psychographic Factors

Proponents advocating impact of psychographic variables on consumer purchase behaviour found that consumers have been segmented on the basis of psychographic variables in various developed nations (Baker et al., 1989). Psychographic traits of fashion-consciousness and innovativeness act as intervening variables between values and clothing purchase behaviour (Roy and Goswami, 2007). Similarly, in a study it was revealed that psychographic factors (VALS II) have influence on brand equity of luxury handbags in Bangkok (Wongsiriwat, 2012). Psychographic segmentation help advertisers to target the most receptive audience for their message (Schiffman et al., 2008).

### Psychographic Segmentation (VALS Framework)

“Psychographics is a behavioural approach based on an analysis of what people do, such as activities, buying behaviours; and how they feel about life, based on attitudes, opinions, interests, and values. Psychographics started with the classic study of buyers' personality traits, leading to several other researches attempting to correlate consumer behaviour with standardized personality inventories (Wells, 1975). Psychographic lifestyle profiles can avoid limitations associated with demographic segmentation by providing deeper insight into a consumer's behaviour based on personality, an understanding that research based on demographics alone cannot unveil (Wells, 1975).

One of the largely famous methods to verify psychographic segmentation is the VALS methodology developed as SRI International by Mitchell (1978), and it is has been the only commercially available psychographic segmentation method to gain well-known acceptance This is classified into eight psychographic segments based on certain set of characteristics (Refer Figure 2).



**Figure 2: Psychographic Segments (Source: SRI)**

### Innovators

Innovators are successful, sophisticated, take-charge people with high self-esteem. They are change leaders and are the most receptive to new ideas and technologies. Innovators are very active consumers, and their purchases reflect cultivated tastes for upscale, niche products and services. Image is important to Innovators, not as evidence of status or power but as an expression of their taste, independence, and personality. Innovators are among the established and emerging leaders in business and government, yet they continue to seek challenges. They are regular readers of a wide range of publications and light TV audience. They comprise 8 percent of population.

### Thinkers

Thinkers are motivated by ideals. They are mature, satisfied, comfortable, and reflective people who value order, knowledge, and responsibility. They tend to be well educated and actively seek out information in the decision-making process. Although their incomes allow them many choices, Thinkers are conservative, practical consumers; they look for durability, functionality, and value in the products they buy. They comprise 11 percent of population.

### Achievers

Achievers are motivated by the desire for achievement. Achievers have goal-oriented lifestyles and a deep commitment to career and family. They

value consensus, predictability, and stability over risk, intimacy, and self-discovery. With many wants and needs, Achievers are active in the consumer marketplace. Image is important to Achievers; they favour prestigious and quality products and services that demonstrate success to their peers. Because of their busy lives, they are often interested in a variety of time-saving devices. They are normal TV watchers, read industry, information, and self-help publications. They comprise 13 percent of population.

### Experiencers

Experiencers are motivated by self-expression. They are young, enthusiastic, and impulsive consumers. They seek variety and excitement, savouring the new, the offbeat, and the risky. Experiencers are avid consumers and spend a comparatively high proportion of their income on fashion, entertainment, and socializing. Their purchases reflect the emphasis they place on looking good and having cool stuff. They focus on advertising and follow trend and myth. They comprise 12 percent of population.

### Believers

Like Thinkers, Believers are motivated by ideals. They are conservative, conventional people with concrete beliefs based on traditional, established codes. They follow rules, routines, established around home, family, community, and social or religious organizations to which they belong. As consumers, Believers are predictable; they choose familiar products and established brands. They are generally loyal customers. They watch TV more than usual and look for bargains. They comprise 16 percent of population.

### Strivers

Strivers are trendy and fun loving. They are motivated by achievement and are concerned about the opinions and approval of others. Money defines success for Strivers, who do not have enough of it to meet their desires. They favour stylish products that emulate the purchases of people with greater material wealth. Many see themselves as having a job rather than a career, and a lack of skills and focus often prevents them from moving ahead. Strivers are active consumers because shopping is both a social activity and an opportunity to demonstrate to peers their ability to buy. They spend on outfits and personal care stuff. They prefer TV to evaluation. They comprise 13 percent of population.

### Makers

Like Experiencers, Makers are motivated by self-expression. They express themselves and experience



the world by working on it—building a house, raising children, fixing a car, etc. Makers are practical people who have constructive skills and value self-sufficiency. They live within a traditional context of family, practical work, and physical recreation and have little interest in what lies outside that context. They are unimpressed by material possessions other than those with a practical or functional purpose because they prefer value to luxury and shop for comfort. They comprise 13 percent of population.

### Survivors

Survivors live narrowly focused lives. They are comfortable with the familiar and are primarily concerned with safety and security. They focus on meeting needs because of limited resources rather than fulfilling desires. Survivors are cautious consumers. They represent a very modest market for most products and services. They are loyal to favourite brands, especially if they can purchase them at a discount. They rely on advertising and watch TV habitually. They comprise 14 percent of population.

### 2.3 Lifestyle

Lifestyle analysis is important in marketing segmentation and formulating marketing strategy. In a study it was found that life style data is widely applicable in promotion by advertisers (Aaker et al., 1982). Life style segmentation provides a valuable insight into the task of creating an effective brand identity (Berry, 1983). In a study exploring impact of lifestyle advertising on consumers' attitude towards purchase of lifestyle home furnishing products, it was found that lifestyle advertising efforts may not be resonating with consumers purchase behaviour (Jennifer Kay Wilbanks, 2005).

### 2.4 Product Attributes

Product attributes are the product features such as product quality, price, style, design, colour, etc. Consumer preferences for product attributes are significantly linked to their lifestyle. The lifestyle theory suggests that for urban consumers' hedonic attributes and social identity factors determine their shopping behaviour (Rajagopal, 2011). When consumers form an attitude towards the product, they form an association between the product and its attributes. Some of these attributes can be hedonic—such as colour, fashion ability or styling while others can be utilitarian—such as durability or comfort (Kim et al., 2002). Another study considered attributes such as: good fit, durability, ease of care, good price, comfort, quality, choice of colour, attractiveness, fashionableness, brand name, appropriateness for occasion, and choice of styles impacting consumer

purchase behaviour (Beaudion et al., 1998). Another study correlated 12 attributes with consumer attitudes when purchasing apparel, namely: good fit, durability, ease of care, favourable price, comfort, quality, colour, attractiveness, fashionableness, brand name, appropriateness for occasion, and choice of styles (Beaudoin et al., 2000). A recent study included product attribute dimensions such as price, fit, quality, style and durability influencing consumer apparel purchase behaviour (Bennett, 2007).

### 2.5 Personality

A study identifying consumers' attitude towards branded apparels, confirmed that personality and status indicate the preference of consumer for clothes (Rajput et al., 2012). In another study identifying symbolic consumption in teenagers' clothing choices it was found that teenagers used clothes as a means of self-expression and as a way of judging the people and situations they face (Piacentini et al., 2004)

### 2.6 Values

Values influence product preference directly and indirectly, via prioritizing the importance of tangible attitudes (Allen, 2001). A study on psychographic trait-clothing purchase behavior of urban college-goers of India revealed that outer-directed values affect purchase behavior indirectly through psychographic traits of fashion consciousness and innovativeness (Roy, 2007). Another study found that between self directed values and social affiliation values, self directed values were the underlying determinants of needs to be satisfied by apparel products (Kim et al., 2002). Students who give very high importance to general social values exhibit socially influenced behavior through their clothing (Ruby et al., 2017).

Through the background literature it was found out that there seems an inconsistency in the results regarding the impact of demographic factors on consumer purchase behaviour towards brands. Moreover, not much research is done on the influence of psychographics on consumer preference for branded apparel. Most of the research focuses influence of psychographics on brand equity, knowledge and the image of the brand, value, attitude, lifestyle, brand awareness, brand knowledge. Thus, the researcher chose to perform the research on the influences of demographic variables and psychographic segments on consumer preferences for branded apparel. Psychographic segmentation already incorporates personality traits, values, attitudes and lifestyle of consumers so these factors have not been studied individually in the study. Moreover, the importance of product

attributes cannot be negated while consumer make assessment about a branded product apparel. Therefore, the study jointly focuses on the role of demographic, psychographic variables and product attributes in consumer preference for branded apparels.

### 3. Hypotheses of the study

On the basis of the review, the following hypotheses are proposed:

**Ho1:** Gender has no significant influence on consumer preference for branded apparels.

**Ha1:** Gender has significant influence on consumer preference for branded apparels.

**Ho2:** Age has no significant influence on consumer preference for branded apparels.

**Ha2:** Age has significant influence on consumer preference for branded apparels.

**Ho3:** Education has no significant influence on consumer preference for branded apparels.

**Ha3:** Education has significant influence on consumer preference for branded apparels.

**Ho4:** Occupation has no significant influence on consumer preference for branded apparels.

**Ha4:** Occupation has significant influence on consumer preference for branded apparels.

**Ho5:** Income has no significant influence on consumer preference for branded apparels.

**Ha5:** Income has significant influence on consumer preference for branded apparels.

**Ho6:** Marital status has no significant influence on consumer preference for branded apparels.

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**Ho7:** There is no significant difference amongst various psychographic segments achievers, believers, experiencers, innovators, makers, strivers, survivors, and thinkers regarding preference for branded apparel.

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### 4. Research methodology

The study is based on primary research. Convenience Sampling was adopted under Non-probability sampling technique. Data is collected through administration of self structured questionnaire consisting questions on psychographics (Value, Attitude, and Lifestyle) and product attributes to 100 consumers (50 males and 50 females) of Agra City who bought branded apparel within last six months. Descriptive research provided data about the population being studied.

The questionnaire included 118 Statements on a five point rating scale with the options 'strongly agree', 'agree', 'rather agree', 'disagree', 'strongly disagree' with weighted score of 5, 4, 3, 2 and 1 to the respective replies. The sum of the scores on all statements of the scale is considered as respondent's total score. The higher total score on the scale reflects the high preference for branded apparel and vice-versa. For this study, gender, age, education level, income, occupation and marital status have been identified as the five demographic (independent) variables (Refer Figure 3). The consumer were asked to evaluate the relative importance of 12 attributes of branded apparel: appropriate pricing, fitting, reliability, comfort, quality, well constructed, durability, design, pattern and colour, performance, latest fashion, innovative clothing technology and uniqueness. on a attribute ranking scale from 1-12.

To ascertain the validity and reliability of the questionnaire a pilot study on 20 subjects was conducted. Reliability coefficient calculated using Spearman split half method came out to be .8 which is significant. Face validity was established by accepting the changes in questionnaire suggested by research experts and university teachers. The data variables are analyzed using descriptive statistics and hypotheses were tested using Chi-square and Regression. Inferential statistics was used to test the various hypotheses of the study. T-test and ANOVA was used to determine whether there are any significant differences between the means of two or more groups.

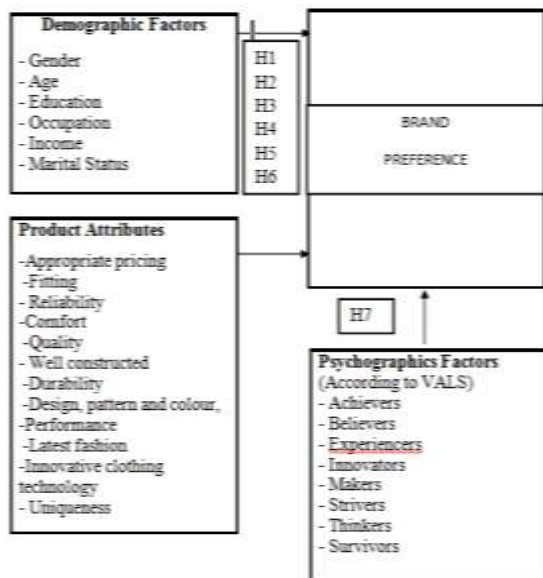


Figure 3: Research Model (Source: Researcher’s Construction)

The demographic profile of the respondents is given in Table 1. Mean values, standard deviation and t values have been calculated to identify the influence of demographic variables on consumer preference for branded apparel as shown in Table no.2,3,4,5,6 and 7.

### Influence of Gender on Consumer Preference for Branded Apparels

Mean scores of consumer preference for branded apparel was found to be more among male respondents (63.57) as compared to female respondents (58.78). Statistically, significant difference was observed regarding mean score of preference for branded apparel between male and female respondents (Refer Table 2). Thus, the null hypothesis can be rejected that gender has no significant influence on consumer preference for branded apparel.

## Results

### Influence of Demographic Factors on Consumer Preference for Branded Apparels

Table 1: Demographic Profile of the Respondents

Demographic Factors	N	Percentage
Gender	Male	50 50%
	Female	50 50%
Age (Years)	19-34	55 55%
	35-59	45 45%
Education	Graduate	61 61%
	Post Graduate	39 39%
Occupation	Student	49 49%
	Working	51 51%
Income (Rs.)	20,000 - 30,000	67 67%
	>30,000	33 33%
Marital Status	Single	68 68%
	Married	32 32%

Table 2: Influence of Gender on Consumer Preference for Branded Apparel

Preference for Branded Apparel				Statistical Value	
Gender	N	Mean	S.D	T	p
Male	50	63.57	9.33	3.36	< 0.05
Female	50	58.78	3.81		

### Influence of Age on Consumer Preference for Branded Apparel

Mean scores of consumer preference for branded apparel was found to be more among respondents belonging to age group 19 to 34 years (60.33) as compared to respondents of the age group 35-59 years (60.20) but statistically, no significant difference regarding mean score of preference for branded apparel was observed between respondents of the two age groups (Refer Table 3). Thus, the null hypothesis can be accepted that age has no significant influence on consumer preference for branded apparel.

Preference for Branded Apparel				Statistical Value	
Age	N	Mean	S.D	t	P
19-34	55	60.33	5.69	1.24	>0.05
35-59	45	60.20	9.17		

Table 3: Influence of Age on Consumer Preference for Branded Apparel

### Influence of Educational Level on Consumer Preference for Branded Apparel

Mean scores of preference of branded apparel was found to be more among graduate respondents (61.74) as compared to post graduate respondents (60.28) but statistically, no significant difference regarding mean score of preference for branded apparel was observed between graduates and post graduates (Refer Table 4). Thus, we accept the null hypothesis that education level has no significant influence on consumer preference for branded apparel.

Table 4: Influence of Educational Level on Consumer Preference for Branded Apparel

Preference of Branded Apparel				Statistical Value	
Educational Level	N	Mean	S.D	t	p
Graduate	61	61.74	7.96	0.95	> 0.05
Post Graduate	39	60.28	6.68		

### Influence of Occupation on Consumer Preference for Branded Apparel

Mean scores of consumer preference for branded apparel was found to be more among the working respondents (61.33) as compared to students (61.00) but statistically, no significant difference regarding mean score of preference for branded apparel was observed between students and working respondents (Refer Table 5). Thus, the null hypothesis can be accepted that occupation has no significant influence on consumer preference for branded apparel.

Table 5: Influence of Occupation on Consumer Preference for Branded Apparel

Preference for Branded Apparel				Statistical Value	
Occupation	N	Mean	S.D	t	p
Student	49	61.00	7.03	0.22	> 0.05
Working	51	61.33	7.95		

### Influence of Income on Consumer Preference for Branded Apparel

Mean score of preference for branded apparel was found to be more among the respondents having monthly income more than Rs. 30,000 (59.06) as compared to respondents having monthly income Rs.20,000 to Rs. 30,000 (61.63). Statistically, significant difference regarding mean score of preference for branded apparel was observed between respondents having monthly income Rs.20,000 to Rs. 30,000 and respondents having monthly income more than Rs. 30,000 (Refer Table 6). Thus, the null hypothesis can be rejected that monthly income has no significant influence on consumer preference for branded apparel.

Table 6: Influence of Income on Consumer Preference for Branded Apparel

Preference for Branded Apparel				Statistical Value	
Income (Rs.)	N	Mean	S.D	t	P
20,000-30,000	89	59.06	7.06	3.02	<0.05
More than 30,000	31	61.63	10.92		

### Influence of Marital Status on Consumer Preference for Branded Apparel

Mean scores of consumer preference for branded apparel was found to be more among the single respondents (61.43) as compared to married respondents (60.62) but statistically, no significant difference regarding mean score of preference for branded apparel was observed between single and married respondents. It is evident from the above analysis that marital status has no influence on the preference for branded apparel (Refer Table 7). Thus, we accept the null hypothesis that marital



status has no significant influence on consumer preference for branded apparel.

**Table 7: Influence of Marital Status on Preference for Branded Apparel**

Preference for Branded Apparel				Statistical Value	
Marital Status	N	Mean	S.D	t	p
Single	68	61.43	6.98	0.53	> 0.05
Married	32	60.62	8.52		

### Influence of Psychographic Factors on Consumer Preference for Branded Apparel

The entire sample is classified into 8 psychographic segments in three categories: low, average and high. If the scores obtained by the respondents are less than (Mean - S.D), they are considered in low category. Scores between (Mean - S.D to Mean + S.D) are considered as average and the score obtained more than (Mean + S.D) are considered high (Refer Table 8 and 9). The respondents who scored more than Mean + S.D in each psychographic segment: Achievers, Believers, Experiencers, Innovators, Makers, Strivers, Survivors and Thinkers were considered possessing the characteristics of the respective segment.

**Table 8: Distribution of Respondents in 8 Psychographic Segments**

Psychographic Segments	Low	Average	High
Achievers	<26.33	26.33 - 34.83	>34.83
Believers	< 24.01	24.01 - 29.13	>29.13
Experiences	<26.01	26.01 - 31.75	>31.75
Innovators	<27.72	27.72 - 32.68	>32.68
Makers	< 16.72	16.72 - 22.44	>22.44
Strivers	< 12.43	12.43 - 22.93	>22.93
Survivors	<15.34	15.34 - 22.68	>22.68
Thinkers	<21.08	21.08 - 27.48	>27.48

**Table 9: Distribution of Respondents in 8 Psychographic Segments**

Psychographic Segments	No. of Respondents		
	Low	Average	High
Achievers	12	66	22
Believers	21	68	11
Experiences	56	39	5
Innovators	21	37	42
Makers	6	78	16
Strivers	25	49	26
Survivors	16	68	16
Thinkers	22	68	10

Interactional analysis (F-test) was performed to study the interactional effect of various psychographic segments possessing particular consumer characteristics (Refer Table 10) and identify differences amongst various psychographic segments if any.

**Table 10: Difference Amongst Psychographic Segments Regarding Preference for Branded Apparel**

Source	Sum of Squares	Mean Square	F	p
Between Groups	49334.57	7047.79	31.78	< 0.05
Within Groups	20399.37	221.73		
Total	69733.95			

Table 10 shows calculated F-value as 31.784 which is significant at 0.05 level, hence it can be said that there exists significant difference among the various psychographic segments. Thus, the null hypothesis can be rejected at 0.05 level of significance that there is no significant difference amongst various psychographic segments achievers, believers, experiencers, innovators, makers, strivers, survivors, and thinkers regarding preference for branded apparels. The obtained result is also supported by a study (Boroian and Poix, 2010) which revealed significant difference amongst various psychographic segments regarding purchase preference.

### Importance of Product Attributes of Branded Apparel

On the basis of mean scores on the attributes of the branded apparel, it was found that respondents gave first preference to fitting, second to appropriate pricing, third to reliability, fourth to comfort, fifth to quality, sixth to well constructed, seventh to durability, eighth to design, pattern and colour, ninth to performance, tenth to latest fashion, eleventh to innovative clothing technology and last to uniqueness. The preference given to attributes by males and females also vary significantly (Refer Table 11, 12 and 13).

Table 11: Importance of Attributes of Branded Apparel

Attributes of Branded Apparel	Gender			
	Male N=50		Female N=50	
	Mean	S.D	Mean	S.D
Uniqueness	6.18	2.97	5.76	2.06
Durability	8.56	0.94	8.97	0.89
Performance	8.56	1.13	8.90	1.08
Comfort	9.34	0.91	9.64	0.66
Well constructed	8.58	1.00	9.02	0.97
Design, Pattern and colour	8.64	1.45	8.80	1.56
Quality	9.00	1.04	9.24	0.97
Fitting	9.52	0.70	10.00	0.00
Reliability	9.50	0.64	9.50	0.94
Latest Fashion	7.68	2.28	7.10	2.13
Appropriate pricing	9.68	0.79	9.76	0.81
Innovative Clothing Technology	7.48	3.09	6.66	2.80

Table 12: Importance of Attributes of Branded Apparel

Attributes of Branded Apparel	Total N=100		Statistical Values	
	Mean	S.D	t	P
				0.05
Uniqueness	5.97	2.57	0.82	> 0.05
Durability	8.76	0.94	2.36	< 0.05
Performance	8.73	1.12	1.53	> 0.05
Comfort	9.49	0.89	1.88	> 0.05

Well constructed	8.8	1.01	2.23	< 0.05
Design, Pattern and colour	8.75	1.51	0.53	> 0.05
Quality	9.12	1.01	1.19	> 0.05
Fitting	9.76	0.55	4.84	< 0.05
Reliability	9.5	0.81	0	> 0.05
Latest Fashion	7.39	2.22	1.31	> 0.05
Appropriate pricing	9.72	0.8	0.5	> 0.05
Innovative Clothing Technology	7.07	2.98	1.39	> 0.05

Table 13: Ranking of Attributes of Branded Apparel

Rank	Male N=50	Female N=50	Overall N=100
	1		
2	Fitting	Appropriate Pricing	Appropriate Pricing
3	Reliability	Comfort	Reliability
4	Comfort	Reliability	Comfort
5	Quality	Quality	Quality
6	Design, Pattern and Colour	Well Constructed	Well Constructed
7	Well Constructed	Durability	Durability
8	Durability	Performance	Design, Pattern and Colour
9	Performance	Design, Pattern and Colour	Performance
10	Latest Fashion	Latest Fashion	Latest Fashion
11	Innovative Clothing Technology	Innovative Clothing Technology	Innovative Clothing Technology
12	Uniqueness	Uniqueness	Uniqueness

### 5. Final discussion

#### Influence of Demographic Factors on Consumer Preference for Branded Apparel

The study revealed that some demographic factors of the respondents significantly influence consumer preference for branded apparel while others didn't reveal significant influence. It was found that the males preferred branded apparel more as compared to females thus gender played a significant role in influencing consumer preference for branded apparel. The findings were also supported by a study

(Bhatt Kaushal, 2012) that revealed significant differences between male and female regarding preference for branded apparel. The majority of respondents in age group 19-34 years preferred to buy branded apparel as compared to the respondents in the age group 35-59 years but the difference was not significant. The findings of the study were supported by a few studies (Wongsiriwat Koonnaree, 2007; Bhatt Kaushal, 2012) that revealed that age doesn't significantly influence the consumers' preference for branded apparel. Nearly all age group prefer to buy and wear the branded apparel for various reasons such as peer group acceptance or to satisfy their esteem needs. Similarly, it was found that the graduates preferred branded apparels more than post graduates but the difference between their mean scores was not very significant and hence it can be said that educational level of the respondents also doesn't significantly impact the preference for branded apparel. The findings of the study were supported by a study (Bhatt Kaushal, 2012) that revealed that there is no significant influence of education level of respondents on their preference for branded apparels. Students preferred to purchase branded apparel more as compared to working respondents. The obtained results were also supported by previous studies (Shashidhar, 2007; Boroian and Poix, 2010) that revealed that students preferred branded goods across product categories. But in the current study, not significant difference between the mean scores of preference for branded apparels of students and working respondents was found hence education level is not a significant factor influencing consumer preference towards branded apparels. On the contrary, the study revealed that preference for branded apparel was significantly influenced by the income of the respondents. The respondents with the higher income range (Above Rs. 30,000) preferred to purchase the branded apparels more as compared to the respondents belonging to lower income slab of Rs. 20,000 to Rs. 30,000. This could be possible as higher the income, higher is the economic strength to spend. These results were also supported by (Bhatt Kaushal, 2012; Bone, 1991). Lastly, the marital status of the respondents is not a significant factor impacting consumer preference for branded apparel. The single respondents preferred branded apparels more as compared to the married ones. The results were supported by a recent study (Srinivasan et al., 2015) found that branded apparels were purchased by all luxury consumers irrespective of the marital status.

### **Influence of Psychographic Factors on Consumer Preference for Branded Apparel**

The respondents, on the basis of the characteristics of their psychographic personalities, were divided into

8 segments as per VALS II Model: Achievers, Believers, Experiencers, Innovators, Makers, Strivers, Survivors and Thinkers and were analyzed for their preference for branded apparel.

F test was conducted to identify influence of psychographic factors on consumer preference for branded apparels. The calculated F-value was found to be significant at 0.05 level, hence it can be said that there exists significant difference among the various psychographic segments. Thus null hypothesis is rejected at 0.05 level of significance. Psychographic factors effected the preference of branded apparel between Achievers, Believers, Experiencers, Innovators, Makers, Strivers, Survivors and Thinkers. This study clearly reveals that brand preferences vary across different psychographic profile of customers. Proper market segmentation (Cooper, 1984) and accurate prediction of consumer behaviour can be achieved if psychological information is available about them. Marketers should therefore craft their campaigns according to the psychographic profile of the target consumers.

### **Importance of Product Attributes of Branded Apparel**

The finding of the study revealed the attributes in branded apparel also influences consumer preference for branded apparels. Consumers evaluate products based on a wide assortment of attributes. The results of the study indicate that for consumers fitting is the most important attribute of apparels, second is pricing and third reliability of the cloth. The findings of the study is also supported by a study that identified product attributes are important to consumers while purchasing apparels (Bennett, 2007). Moreover, there exist significant differences among male and female respondents regarding importance of attribute in branded apparel. Males gave first preference to fitting, second to pricing and third to reliability while females gave first preference to fitting, second to pricing and third to comfort. Order of importance of other factors also varied between males and females but both males and females considered uniqueness as the least important attribute in apparel purchase.

### **6. Managerial implications**

Consumer market for fashion apparel has become more varied because of surge of designer brands, store brands, personalisation, customs and advertisement in the global market place of today. A clear understanding of effect of demographic and psychographic variables on apparel brand preference of consumers will help the marketers to attract and maintain their target consumer group. Incorporating demographic and psychographic factors for profiling

the marketplace segment can furnish a supplementary vision to the manufacturers and marketers to discern their target customers, offer them the most suited product(s) and adopt a suitable marketing strategy. For example, to target customers with achiever characteristics, marketers or brands should understand achievers' behavior and psychographics that influences their purchase decision making.

Also, the study will enable apparel manufacturers to understand the value consumers attach to certain attributes when making apparel purchase decisions. Marketers can use attribute importance construct to understand consumers' selection criteria while purchasing apparel and influence their purchase intent. This will enable apparel manufacturers and retailers and marketers to segment the market and promote the unique attributes of their brand, emphasizing only the target brand's unique attributes.

## 7. Limitations and directions for further researches

Though the adequacy and representativeness of the size of the sample was censured by statistical method, but a large sample would have been better as it could have heightened the generation of results in more valid and concrete manner. Only 100 subjects were selected for the study and the sample was limited one city only. The study was confined to one product category i.e. apparel. Given that the product category of apparel has very low levels of consumer product involvement, there is scope for future researchers to examine to examine consumer-life styles by use of more product options and identify differences in consumer purchase behaviour based on brand origin differ in high-involvement product categories. The influence of factors like instore promotion, reference group, body cathexis factors are not considered in the study. Therefore, there is a vast scope for additional studies that may look at these variables in a holistic manner.

Since the sample size of the present study was only 100 branded apparel consumers confined to tier 2 city. Similar study can be carried out on a large sample and in tier 1 and tier 3 cities to reassess the results and representation of the population. Examination of other independent variables that have not yet been considered such as advertising or instore promotion, reference group, body cathexis factors can also be done in future studies to understand the consumer apparel purchase behaviour because the current study was limited to examination of influence of demographic factors and psychographic factors (VALS) and product attributes on consumer apparel purchase behaviour. Some

others sophisticated statistical techniques could be employed to analyze the data.

## 8. Conclusion

Increased penetration of organised retail, favorable demographics, rising income, government policy support has driven textile and apparel market. The customers are also utilizing the opportunity too. Manufacturers and retailers globally promote branded apparels and induce consumers into buying branded apparels. Apparel is a highly symbolic product category due to its high visibility. The symbolic nature of clothing as a visual expression of self-concept has resulted in growth in purchase of branded apparels. The results confirm that Indian people have become highly brand conscious presently. But there are other factors such as demographic factors, psychographic factors and product attributes such as quality, comfort, etc. influence consumer apparel purchase behaviour. The results of the present study show that demographic factors such as gender and income influence consumer preference for branded apparels so the related null hypothesis Ho1 and Ho5 is rejected and conclusions are established that gender and income level brings significant variations in the purchase behaviour of consumers. Other factors such as education, occupation and marital status also influenced consumer preference but not significantly. Moreover, psychographic factors also affected the preference for branded apparel between Achievers, Believers, Experiencers, Innovators, Makers, Strivers, Survivors and Thinkers so the related null hypothesis (Ho7) is rejected at 0.05 level of significance.

The results of this study indicate that for consumers fitting is the most important attribute of apparel second is pricing and third reliability of apparels when making purchasing decisions, with price being the second most important attribute. Moreover, there exist significant differences among male and female respondents regarding importance of attribute in branded apparel. Males gave first preference to fitting, second to pricing and third to reliability while females gave first preference to fitting, second to pricing and third to comfort.

Thus demographics, psychographics and product attributes play a very significant role in the selection of brands. Though traditional demographics fail to provide a complete picture of the customers, as the same demographic group may possess different psychographic characteristics therefore it is important to know the influence of psychographics on consumer preference for branded apparel while segmenting and targeting markets to achieve commercial gains.



The results of the study cannot be generalized for the entire population as the sample size was small and restricted to one tier 2 city. Moreover, the results can be validated by extending the research to other high involvement product categories. There is a vast scope for future studies on studying the influence of factors like instore promotion, reference group, body cathexis factors on consumer purchase behaviour.

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