

Factors Influencing Consumers' Purchase Intentions towards Global Brands of Men Apparels

*** Dr. J.J. Soundararaj**

**** Reena Francis**

* Assistant Professor in Commerce, Loyola College (Autonomous), Chennai- 600034

**Research Scholar in Commerce, Loyola College (Autonomous), Chennai- 600034

Abstract:

“First impression is the best impression”

Yes. It is obvious that the first impression of a person is the best impression. In order to provide the best impression, men depend upon a few aspects. One such an aspect is their clothes. And it is not just clothes; it is about the brand of the clothes. If a man wants to promote himself in midst of his social group, then he should present himself salable.

Readymade garment is a part of the textile industry and it accounts for about half of India's textile exports. The Indian Textile Industry is the second largest employment provider after agriculture. This industry is growing rapidly. Hence, the need arises to know more about the perception of the customers towards the various brands of apparels, which would facilitate the further growth of the industry. This study aims to know about the customer satisfaction level and factors influencing the purchase of global brands of men apparels and also to know about the most popular brands of customers in different variants of clothes which would help both global and national readymade garments manufacturers to plan their marketing strategies competitively. The findings of the study reveal that United colors of Benetton, and Allen solly are the most preferred brands of men in the city of Chennai, India and the significant considerations in men apparel purchase are brand image and fabric quality. Finally, a few useful marketing implications have been suggested.

Key Words: Apparels, Brands, Preference, Loyalty, Buying Behaviour, and Global Brands

1. Introduction

1.1 Men and Apparels

A man is a social animal, he wants respect, attention, authority, power etc and most importantly he wants himself to be socially accepted by his group of people. This is where men have started to pay more attention to the apparels they use, their looks, gestures etc. In addition, they are very keen about the apparels a person uses, the brand of it, the price he pays etc. If a man wants to promote himself in midst of his social group, then he should present himself salable.

In the present scenario, people are not just buying sunglasses; rather they are buying Ray ban sunglasses. Similarly, they are not buying just jeans; rather they are buying Levis jeans. They are not considered about the price they pay to buy a phone but they are conscious about the Apple brand they going to use, thus people are not buying products, they are buying brands which depict their status among their clan.

India's apparel market is in the throes of change. Rapid growth in the earning power of the city Breads and rising urbanisation have spawned a new class of consumer segment with more money and ability to spend, and passion for fashion also showing a significant growth especially in cities. One can see a growing opportunities for the foreign and domestic brands in the India's fast changing retail clothing market.

Change in lifestyle of the people in India has paved way for the entry of many global brands, which are considered as premium and luxury brands around the world. These brands made the consumers to be more brand conscious than ever. Especially in metropolitan cities, like Chennai, the City Breads are easily attracted by the imaginary light shed of the global companies through their brand names and logos.

Indian apparel market is the second largest retail category (behind food and groceries); it approximately represents 10 percent of the total market. There is a tremendous increase in disposable income of the consumers and it is estimated that by the end of 2020, India's 210 million households in urban areas will be earning more than \$4,000 a year, which makes them to fall under the category of "the consuming class." Based on McKinsey research, the number of consuming class households will likely triple to 64 million by 2015.

The lifestyles of India's prospering urban consumers have evolved and the clothing needs of these segments have been broadened; such changes have paved the route for increase in demand for various kinds of apparels for different occasions. Clothing choices of men initially came only in three basic categories like home-wear, work clothes, and special occasion wear. But now a days, with more "socializing" opportunities, men have started to prefer for more sophisticated combinations of outfits for them like, party wear, sportswear, clothes for hanging out at the mall, casual wear, office wear etc. For example, men from India's northern regions preferred a good dark suit or Sherwani- the traditional long coat to cover big occasions and important celebrations and In south India, men preferred Dhotis. But over the past several years, men have started to replace these needs with expensive Western style jackets, and collared shirts, some in "funky" patterns and cut for a night on the town, others in stripes or checks for casual meetings with important business associates.

At present, Indians are considered to be inclined more than consumers in other markets to buy apparel for a specific purpose. Indeed, 38 percent of Indian respondents as per a recent McKinsey study said that they were highly likely to buy apparel for special event, a significantly higher proportion than in Brazil (5 percent), Russia (3 percent) or China (6 percent). Family celebrations and weddings too continue to eat up an enormous share of Indian consumers' clothing budgets.

In this regard, this research aims to analyze various factors, which influences men segment in Chennai to buy global brands of men apparels with a view to providing a more comprehensive understanding of the various factors, which influence the buying of global brands of apparels among men.

1.2 List of Global Brands in India

Gucci, Nike, Armani, Allen Solly, Ralph Lauren, Lacoste, Louis Vuitton, Calvin Klein, Hugo boss, Adidas, Tommy Hilfiger, Levis, Diesel, Dolce & Gabbana, Zara, Hollister, Puma, H&M, Jack Jones, Guess, United colors of Benetton, GAP, Reebok, Polo collections, Wrangler, Lee, Lee cooper, Van Heusen, Esprit, Basics, and Crocodile.

1.3 Statement of the Problem

The aspects such as, changing taste and preferences of consumers towards clothing according to the changing trends and fashion, need for perfect clothing in order to fit themselves among their peer groups, increase in consuming class, liberalization policy etc. have all paved the way for international brands and attracted them to enter into Indian apparel market. Though there are many foreign brands made available in India which are considered to be premium apparel brands, there are many factors which affect consumers' buying behavior when they prefer to buy global brands of apparels. The research aims to analyze the factors, which affect consumers buying behavior in preferring global brands of men apparels and consumers brand preferences. The study also aims to analyze the level of brand loyalty among men in Chennai City. This survey is done in Chennai, a metropolitan city that has diversified lifestyle and culture and people of all religion live together in harmony. Each one has a different buying behavior. Therefore, this survey could give a holistic view of the factors influencing consumer buying global brands of men apparels. Considering Chennai as a representative City of the Country, the results of the study can be extended to the rest of the Country.

1.4 Objectives of the Study

1. To study the factors influencing the buying behavior of men for global brands of apparels
2. To analyse the brand preference of men in buying global brands of apparels
3. To understand the level of brand loyalty among men

2.0 Review of Literature

Gurunathan Balanaga et al. (2013) have enlisted a group of factors, which affect the choice of brands that may be preferred by the consumers. They are consumer characteristics, reference group, store attributes, product attributes promotion etc. These factors may influence them to prefer the product either consciously or unconsciously.

Sawant (2012), in today's world a brand occupies a very important place in the mind of customers. A brand, by definition, is a short hand description of a package of value, on which consumers can rely to be consistently the same or better over a period of time. The owner of a registered brand personally stands behind the branded and offers personal guarantee for maintaining the quality and standards of the product.

Soundararaj. J.J & Janakidas. D.V.S (2012) have concluded that the Indian companies should focus on superior quality, product innovation, durability and a variety of products towards the customers in order to gain a better market share.

Pandian Karupasamy (2012) have insisted that reference group, wider choice of colors and designs, durability, price range, celebrity endorsement etc. influence consumers to prefer global brands of men apparels. In addition, reduced price, discounts, offers, convenient shopping hours etc. are playing a significant role in influencing the consumers to prefer a brand. The consumers enter into the retail outlet with a brand that makes them to feel that the product is of good quality and comfort in their mind.

P. Vikkaraman et al. (2012) have stated that the factors like self-concept, and need for uniqueness directly influence clothing interest and indirectly influence purchase intention in case of clothing brands. They have also mentioned that clothing interest and emotional value are the other important factors, which influence purchase intention. They have concluded saying that any brand, which affects the emotion of the consumer, will not be successful in the market.

Sharma & Pathan (2011) have found that the age & gender do not make much difference in the opinion of a consumer while choosing a brand. The purchase decision of the consumers mainly depends on the value of the brand in monetary terms as well as the position it enjoys in the minds of the people.

Rajagopal (2011) in his study observed that the perceptions on product satisfaction and brand differences are the interdependent factors affecting the buying decision. However, one of the decision-intervening factors is the perceived impact of fashion apparel in society and among peers. As the arousal toward buying fashion, apparel is largely driven by brand and store attractions, inter-personal influences, self-reference criterion and comparative gains, consumers feel risk-averse and trapped in decision-making.

Lalitha et al. (2008) from their study "brand preference for men's wear" concluded that educational qualification, employment status, age group, convenience for shopping, promotion, etc. act as influencing factors while preferring branded apparels. They have concluded stating that majority of the consumers prefer branded apparels mainly for quality and status symbol.

Ritu narang (2006) in her study entitled "branded men's wear", stated that the purchase behavior of men differs when their level of income increases, and their brand preferences also differs accordingly.

Auty (1988) says that the branded clothes, which a person uses, signify a code, which is used to create a message and convey it to their social group, and it is stated that brand users have differences for identical brands.

Zeithaml (1988) stated that youngsters have recently become a growing force in almost all global markets, increasing not only in number, but more importantly also in spending power. Many companies have tried to use this power of the youngsters market but only a few have succeeded in keeping youngsters as loyal towards their brands. The immense potential of youngsters in India has made it even more important for marketers to enter with correct and effective strategies.

Since there are not much of youngsters’ specific brands in India, most strategies have been adopted by the foreign industries, to attract the rapidly increasing younger generation of India. As the youngsters have always been different from their counterparts abroad, it is necessary to research the lifestyle and purchasing attitude of youngsters in India before entering in Indian market or updating the marketing activity.

3. Research Methodology

Sampling Technique

In this research, convenient random sampling technique has been used for choosing the samples.

Sample Size

The questionnaires were circulated among 230 respondents, but the researcher was able to collect data from 217 respondents only.

Tools used for analysis

Microsoft Excel 2010 and SPSS 16.0 simple percentage analysis were used for analysis. The bar charts, pie charts and frequency tables were used to make a clear presentation of the data collected. Chi Square Test has used to test the hypotheses in this study.

4. Analysis and Interpretation of Data

TABLE NO: 4.3.1 AGE OF THE RESPONDENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Young adult	78	35.9	35.9	35.9
	Adult	58	26.7	26.7	62.7
	Middle age	66	30.4	30.4	93.1
	Senior citizen	15	6.9	6.9	100.0
	Total	217	100.0	100.0	

The age of the respondents is positively skewed. From the table- 4.3.1, it can be interpreted that 35.9% respondents fall under the young adult category, 26.6% are adults, 30.4% are middle age and 6.9% are senior citizens.

TABLE NO: 4.3.2 OCCUPATION

	Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dependent	32	14.7	14.7	14.7
	Employed	138	63.6	63.6	78.3
	Self-employed	32	14.7	14.7	93.1
	Retired	15	6.9	6.9	100.0
	Total	217	100.0	100.0	

From the table- 4.3.2, it can be interpreted that 15% of respondents belong to dependent category, 64% are employed, 15% are self-employed and 7% are retired.

TABLE NO: 4.3.3 INCOME OF THE RESPONDENTS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower class	39	18.0	18.0	18.0
	Middle class	93	42.9	42.9	60.8
	Upper middle class	65	30.0	30.0	90.8
	Upper class	20	9.2	9.2	100.0
	Total	217	100.0	100.0	

The table- 4.3.3 shows that 18% respondents belong to lower income segment, 43% are middle-income segment, 30% belongs to upper middle-income segment and 9% belongs to upper income segment.

TABLE NO: 4.3.4 BRAND CONCIIOUSNESS WHILE BUYING APPARELS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	126	58.1	58.1	58.1
	No	34	15.7	15.7	73.7
	Sometimes	57	26.3	26.3	100.0
	Total	217	100.0	100.0	

The table- 4.3.4 depicts that 58% of respondents are brand conscious, 16% respondents are not brand conscious and 26% of the respondents are brand conscious only at sometimes.

TABLE NO: 4.3.5 SOURCE OF AWARENESS ABOUT GLOBAL BRANDS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Print ad	12	5.5	5.5	5.5
	TV Ad	69	31.8	31.8	37.3
	Friend's recommendation	91	41.9	41.9	79.3
	Seeing products in the stores	16	7.4	7.4	86.6
	Online	29	13.4	13.4	100.0
	Total	217	100.0	100.0	

From the table- 4.3.5, interpretation can be made as 42% of respondents became aware of various global brands through friends, 32% through television advertisements, 13% through online ads, and 7% by seeing the products online and only 6% through print advertisements.

TABLE NO: 4.3.6 SEGMENT OF APPARELS FOR WHICH GLOBAL BRAND IS PREFERRED

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Formals	78	35.9	35.9	35.9
	Casual	36	16.6	16.6	52.5
	Sports	15	6.9	6.9	59.4
	All	88	40.6	40.6	100.0
	Total	217	100.0	100.0	

From the table- 4.3.6, it can be interpreted that 40.6% respondents prefer global brands of apparels for all segments of their requirements, 35.9% only for formals, 16.9% only for casual wear and 6.9% for sports.

TABLE NO: 4.3.7 CRITERIA FOR PREFERRING GLOBAL BRANDS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Fabric quality	66	30.4	30.4	30.4
	Colours and designs	30	13.8	13.8	44.2
	Brand image	96	44.2	44.2	88.5
	Price	5	2.3	2.3	90.8
	Proper fit	20	9.2	9.2	100.0
	Total	217	100.0	100.0	

From table- 4.3.7, it can be interpreted that 44.2% of respondents are choosing global brands based on brand image, 30.4% for fabric quality, 13.8% for colors & designs, 9.2% for proper fit and only 2.3% based on price.

TABLE NO: 4.3.8 PREFERRING GLOBAL BRANDS ON DIFFERENT OCCASIONS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Festivals	19	8.8	8.8	8.8
	Casual	30	13.8	13.8	22.6
	Functions	43	19.8	19.8	42.4
	Office use	59	27.2	27.2	69.6
	All	66	30.4	30.4	100.0
	Total	217	100.0	100.0	

From the table- 4.3.8, it can be interpreted that 30.4% prefers to use global brands of apparels for all occasions, 27.2% for office use, 19.8% for family functions, and 13.8% for casual use and only 8.8% for festivals.

TABLE NO: 4.3.9 USING GLOBAL BRANDS TO BE UNIQUE FROM OTHERS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.5	.5	.5
	Disagree	13	6.0	6.0	6.5
	Neither agree nor disagree	45	20.7	20.7	27.2
	Agree	102	47.0	47.0	74.2
	Strongly agree	56	25.8	25.8	100.0
	Total	217	100.0	100.0	

From table- 4.3.9, it is obvious that 47% of the respondents agree that they feel unique when they use global brands of apparels, 25.8% strongly agrees that they feel unique when they use global brands of apparels, 20.7% neither agree nor disagree the statement, 6% disagree the statement, 0.5% strongly disagree.

TABLE NO: 4.3.10 DEPICTION OF STATUS BY USING GLOBAL BRANDS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	1.4	1.4	1.4
	Disagree	17	7.8	7.8	9.2
	Neither agree nor disagree	49	22.6	22.6	31.8
	Agree	99	45.6	45.6	77.4
	Strongly agree	49	22.6	22.6	100.0
	Total	217	100.0	100.0	

From table- 4.3.10, it can be interpreted that 45.6% of the respondents agrees that using global brands depicts their status, 22.6% of them strongly agrees using global brands depicts their status, 22.6% neither agrees nor disagrees the statement, 7.8% dis-agrees the statement, and the remaining 1.4% strongly dis-agrees the statement.

TABLE NO: 4.3.11 PREFERRING INDIAN BRANDS OVER GLOBAL BRANDS WHEN ATTRIBUTES REMAIN EQUAL

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Indian	135	62.2	62.2	62.2
	Global	56	25.8	25.8	88.0
	Depends	26	12.0	12.0	100.0
	Total	217	100.0	100.0	

In relation to the preference of Indian Brands over Global Brands when attributes remain equal, table-4.3.11 shows that 62.2% of respondents prefer Indian brands of apparels if the attributes are equal to global brands and 25.8% prefers global brands only and 12% depends on the situation.

TABLE NO: 4.3.12 INFLUENCE OF GROUP IN PREFERRING GLOBAL BRANDS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family	37	17.1	17.1	17.1
	Friends	88	40.6	40.6	57.6
	Colleague	29	13.4	13.4	71.0
	All	32	14.7	14.7	85.7
	None	31	14.3	14.3	100.0
	Total	217	100.0	100.0	

The data as per table- 4.3.12 depicts that 40.6% are influenced by friends, 14.7% are influenced by all, 14.3% are not influenced by anyone, 17.1% are influenced by family, 13.4% are influenced by colleagues.

TABLE NO: 4.3.13 INFLUENCE OF MEDIA AND CELEBRITIES IN PREFERRING GLOBAL BRANDS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	97	44.70	44.70	44.70
	No	120	55.30	55.30	100.0
	Total	217	100.0	100.0	

The table- 4.3.13 shows that 44.7% of the consumers are influenced by media and celebrity endorsements and the remaining 55.3% are not influenced by celebrity endorsements.

TABLE NO: 4.3.14 PREFERRED PLACE OF SHOPPING

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Exclusive branded showrooms	30	13.8	13.8	13.8
	Multi branded showrooms	86	39.6	39.6	53.5
	Shopping malls	85	39.2	39.2	92.6
	Others	16	7.4	7.4	100.0
	Total	217	100.0	100.0	

The table 4.3.14 depicts that 39.6% prefers to make purchases in multi branded showrooms, 39.2% prefer to make purchases in single branded showroom, 13.8% prefer to make purchases in shopping malls, and 7.4% prefer to make purchases in other places.

4.4 Hypotheses Results

4.4.1 Relationship between group influence and benefits earned by using global brands of apparels

H₀: There is no relationship between group influence and benefits earned by using global brands of apparels.

H₁: There is relationship between group influence and benefits earned by using global brands of apparels.

Group Influence * Benefits Earned Cross tabulation								
			Benefits Earned					Total
			Respect	Attention	Socially accepted	All	Nothing	
Group Influence	Family	Count	8	12	5	6	6	37
		Expected Count	7.2	10.6	7.7	6.1	5.5	37.0
	Friends	Count	14	32	21	11	10	88
		Expected Count	17.0	25.1	18.2	14.6	13.0	88.0
	Colleagues	Count	5	6	6	7	5	29
		Expected Count	5.6	8.3	6.0	4.8	4.3	29.0
	All	Count	8	7	6	5	6	32
		Expected Count	6.2	9.1	6.6	5.3	4.7	32.0
	None	Count	7	5	7	7	5	31
		Expected Count	6.0	8.9	6.4	5.1	4.6	31.0
	Total	Count	42	62	45	36	32	217
		Expected Count	42.0	62.0	45.0	36.0	32.0	217.0

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.554 ^a	16	.774
Likelihood Ratio	11.832	16	.755
Linear-by-Linear Association	.917	1	.338
N of Valid Cases	217		

Degrees of Freedom (df) = (r-1) * (c-1) = (5-1) * (5-1) = 4 * 4 = 16

x² table value at 5% level of significance for 3 df = 26.296.

Symmetric Measures				
	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Pearson's R	.065	.070	.957	.340 ^c
Spearman Correlation	.067	.071	.979	.329 ^c
N of Valid Cases		217		
a. Not assuming the null hypothesis				
b. Using the asymptotic standard error assuming the null hypothesis				
c. Based on normal approximation				

H₀ is accepted since the calculated value of Pearson's Chi-square is less than the table value at 5% level of significance. In other words, H₁ is rejected (i.e.) There is no relationship between group influence and benefits earned by using global brands of apparels. In case of Pearson's Correlation, group influence and benefits earned are positively correlated (i.e.) the degree of group influence increases the benefits earned also increases.

4.4.2 Relationship between consciousness in selecting Indian brands over global brands of apparels when the attributes remains the same

H₀: There is no relationship between consciousnesses in selecting Indian brands over global brands of apparels when the attributes remain the same.

H₁: There is a relationship between consciousnesses in selecting Indian brands over global brands of apparels when the attributes remain the same.

Brand consciousness * Indian Brands over Global Brands Cross tabulation						
			Indian Brands over Global Brands			Total
			Indian	Global	Depends	
Brand consciousness	Yes	Count	79	39	8	126
		Expected Count	78.4	32.5	15.1	126.0
	No	Count	17	9	8	34
		Expected Count	21.2	8.8	4.1	34.0
	Sometimes	Count	39	8	10	57
		Expected Count	35.5	14.7	6.8	57.0
Total	Count	135	56	26	217	
	Expected Count	135.0	56.0	26.0	217.0	

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.124 ^a	4	.007
Likelihood Ratio	14.380	4	.006
Linear-by-Linear Association	.680	1	.410
N of Valid Cases	217		

Degrees of Freedom (df) = (r-1) * (c-1) = (3-1) * (3-1) = 2 * 2 = 4

χ^2 table value at 5% level of significance for 3 df = 9.488.

H₀ is accepted since the calculated value of Pearson's Chi-square is less than the table value at 5% level of significance. In other words, H₁ is rejected (i.e.) there is no relationship between consciousness in selecting Indian brands over global brands of apparels when the attributes remain the same.

5.1 Findings

- 1) 58.1% of men are branding conscious, 26.3% are conscious about the brand sometimes and 15.7% are not brand conscious. When the age increases the level of brand consciousness decreases
- 2) In relation to creation of awareness about the various global brands of apparels, 31.8% of the respondents are influenced by Television advertisements and 41.9% by friends' recommendation.
- 3) 40% of men prefer global apparels for all segments of apparels whereas 35% of men prefer global apparels for formal wear.
- 4) 44.2% of men choose global brands based on brand image and 30.4% for the fabric quality of the product compared to other attributes of the product like, colors, & design 13.8%, proper fit 9.2% and 2.3% of them because of price.
- 5) 56.2% of men are not loyal towards a particular global brand, hence brand slavery is less and 43.8% of men are loyal towards a particular global brand of apparels.
- 6) United colors of Benetton (35%), Allen solly (22%), Wrangler (11%) and Adidas (10%) have loyal customers for their brand and other brands have 12% of loyal customers.
- 7) There is no relationship between age and loyalty towards a particular global brand of men apparels.
- 8) Occasions influence respondents to prefer global brands of men apparels. All occasions 34.8%, office use 27.2%, functions 19.8%, casual 13.8% and festivals 8.8%.
- 9) There is an equal percentage of respondents who plan their purchase (34%), makes purchase just like that (34%) and either (32%).
- 10) There is no relationship between income and preferred price range for global brands, 36.9% of respondents prefer to pay high price (Rs.800-Rs. 1500), 36.4% higher range (Rs.1500- Rs.2500), 14.3% highest range (above Rs.2500) and 12.4% prefers low range (below Rs.800) for global brands irrespective of their income range.
- 11) 47% of respondents agree that they are felt unique from others when they use global brands of men apparels, 25.8% strongly agrees, 20.7% neither agrees nor disagrees and 6% disagrees.
- 12) 45.6% agrees that they use global brands of men apparels as a status symbol, 22.6% strongly agrees the statement, 22.6% neither agrees nor disagrees, 7.8% disagrees and 1.45% strongly disagrees.

- 13) There is a relationship between self-confidence and global brands of men apparels, because 42.9% of respondents feel their self-confidence level likely to be increased when they use global brands of men apparels, 22.1% strongly agrees, 24.4% neither agrees nor disagrees, 7.8% disagrees and 2.8% strongly disagrees.
- 14) 62% of respondents like to use Indian brands of men apparels if they possess the same quality, colour, design etc, as same as global brands of men apparels, 25.8% prefers to buy only global brands and 12% respondents' preference decision depends.
- 15) There is a relationship between influence of group in preferring global brands of men apparels, 40.6% are influenced by friends, 17.1% by family, 13.4% by colleagues and 14.7% by all.
- 16) Respondents feel that use of global brands of apparels gains them respect 20%, attention 29%, acceptance 21% among their clan.
- 17) Respondents refuse to prefer global brands if they fail to satisfy their expectation (57%). 28.1% prefers to use sometimes and 15.7% prefers global brands even they do not satisfy them.
- 18) 49% of respondents feel Indian brands of men apparels are equal to global brands of men apparels and 39 % of respondents feel inferior based on brand image and fabric quality.
- 19) There is no relationship between age and influence of media and celebrity endorsement in preferring global brands of apparels. 55.3% of respondents are not influenced by media and celebrity endorsement
- 20) Multi branded showrooms (39%) and shopping malls (39%) are the most preferred shopping places compared to others for the respondents.

5.2 Suggestions

- 1) The impact of media and celebrity endorsements are powerful in influencing the consumers to prefer global brands, hence the marketers should give more importance for media and celebrity endorsements in order to increase the market share for their brands. However, referrals by the friends and other social groups dominate in the influence of consumers to prefer the global brands of men apparels. Therefore, the global textile companies should design unique marketing strategies to create more opinion leaders who will take care of the promotion of the brands effectively at free of cost.
- 2) Men have become more brand conscious due to rapid urbanisation and wide exposure to the world; hence, the marketers should focus on building a strong brand position in the minds of the consumer in order to be successful.
- 3) The manufactures should focus more on quality maintenance and creating a strong brand image for their product because men have started to concentrate more on fabric quality and brand image than other attributes of the brands.
- 4) Indian apparel brands should focus on creating an effective brand image for their product in their market through effective advertisements, and creating a base for positive word of mouth by concentrating on attributes like quality, colors, designs etc. of their brands.
- 5) Occasions are most important season for buying clothes and the number of occasions is also increased at present in the cities. Example, party wear, office wear, functions, festivals, etc. For every occasion, the consumers require different kind of outfit, and therefore, marketers should concentrate on the requirements of these occasions in order to meet the varied demand of the consumers and satisfy them.
- 6) To build brand loyalty, companies can start loyalty programs by maintaining a database of the consumers who patronize the stores frequently.

- 7) As Brands are perceived to be status symbols, adequate care must be taken to improve the brand image, and it should be effectively used to attract the new customers and also to retain the existing ones.
- 8) Most of the consumers get information about the brands through friends' recommendation and television advertisements; hence, the marketers should focus on these factors and should effectively use them to build the brand image.
- 9) There is a relationship between brand preference and social status the brand depicts and therefore, the companies should offer their services to various segments of customers accordingly
- 10) Companies can innovate and produce apparels catering to the needs of the section of people having similar kind of attitude
- 11) Companies must keep in track of the changing fashions in order to be successful in the market.

5.3 Conclusion

“Clothes make a man perfect”

A person is respected based on his outlook, the clothes and other accessories, which he uses, show where he stands in the society, as the society that evolves the taste and preferences of the mass consuming public is also facing several chances.

The main aim of this research was to identify the various factors, which influence the men to prefer global brands of apparels. Based on the extant literature, the influencing factors were identified as group influence, fabric quality, advertisements, product attributes, brand image, occasions etc. Brands, which are recommended by friends, are found to be more effective in influencing the brand preferences and the influence of media and celebrities are found to be relatively good. The level of income does not affect the preferred price range for the apparels and the preference for the brands; the brand image and quality are considered by the consumers in preferring the global brands. This research has revealed that men have become more brand and quality conscious than ever and they are clear of what they want from the product they use. Promotions, which emphasize on brand image and the quality of the product, can gain a high rated market position in the industry. People are very much attracted by the products, which are manufactured outside the country due to the global myth that global brands are expected to have good quality than the domestic brands.

References

1. Gurunathan Balanaga & Krishnakumar. **Factors influencing apparel buying behaviour in India**
2. Lalitha, Ravikumar & Padmavathi. (2008). **Brand Preference of Men Wear**
3. Narang Ritu. (2006). **A Study on Branded Men Wear**. *Indian Journal of Marketing*, 6 (11), Pg. 39
4. Pandian Karupasamy, Varathani Nivetha & Keethivasan. (2012, August) *International journal of marketing, financial services& management research*1, 1
5. Rajagopal. (2011). **Consumer culture and purchase intentions toward fashion apparel in Mexico**. *Journal of Database Marketing & Customer Strategy Management* 18. Pg. 286 - 307
6. Sawant, R. P. (2012), "Impact of Advertising on Brand Awareness and Consumer Preference (With Special Reference to Men`s Wear)", *IOSR Journal of Business and Management*, Vol.5, No.6, pp 54-61
7. Sharma, P. M. and Pathan, R. (2011), "Factors Effecting Purchase Decision of Branded Sports Accessories with Special Reference to Reebok", *International Journal of Research in Commerce & Management*, Vol.2, pp79-82
8. Soundararaj, J. J and Janakidas, D. V. S (2012), "Indian Brands in the Indian's Context", *Indian Journal of Research in Commerce & Management*, Vol.3, pp68-71

9. Vikaraman and Sumathi. (2012, February). **Purchase behavior in Indian apparel market: An analysis.** *ZENITH international journal of business economics & management research*, 2 (2). <http://zenithresearch.org.in>

Websites

1. **Booming Men Apparel Market in India** (February, 2008) Retrieved from McKinseyCSI@McKinsey.com
2. **Indian Retail Report** (2007) Retrieved from www.indiaretailing.com/retail-report.asp
3. www.ccsenet.org/ijms International Journal of Marketing Studies Vol. 4, No. 2; April 2012, **Consumers' Attitude towards Branded Apparels: Gender Perspective**, Namita Rajput, Subodh Kesharwani, Akanksha Khanna

Books

1. Keller. (2003). **Strategic brand management: Building, measuring and managing brand equity**, (2nd edition). New Jersey: Pearson Education Inc
2. Kotler Philip. (2003) **Marketing Management** (11th edition). Pearson education: India

Newspaper Articles

1. Amarnath Nupur. (2012, February 12). **Menswear market in India fastest growing apparel segment.** *ET Bureau*
2. **Menswear market in India fastest growing apparel segment** (2012, February 12) *The Economic Times*