

# Pushing & Pulling attributes and Purchase Behaviour of Youth towards Branded Apparels: A Study of Rohtak District

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## ARTICLE DETAILS

### Article History

Published Online: 07 September 2018

### Keywords

Branded apparels, Indicators, Motivators, Pull, Push, demand, ANOVA

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## ABSTRACT

In today's competitive era, it is not easy to understand the real demand of consumers. As the demand is related to the pulling attributes (Product characteristics) and pushing attributes (Consumer feelings). The present study investigates the most preferred segment and factors that are responsible for purchase of branded clothes. The study was conducted in Rohtak district of Haryana. To complete the investigation primary data were collected from 90 respondents who were the students of different educational institutions. Structured questionnaire was used to collect the information. Non-parametric test Friedman two-way was used to find out the most preferred segment, indicators and motivators for purchasing branded apparels.

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## 1. Introduction

After economic reforms, Indian economy is growing with a fast pace and it has affected the Indian retail market also, specially apparel retail market. With increase in per capita income, real income and disposal income people are becoming more brand conscious. The demand for non branding clothes has been shifting over branded ones. Due to increase in income and education level people want to look good, stylish and fashionable. People get bored with same types of clothes that are the reason they want new and fashionable branded clothes (Hassan et al., 2014). Apart from increased income, need of fashionable clothes and look good there are some other factors like durability, comfort, product quality, culture, and social status that create demand for branded clothes.

Traditionally, local tailors stitched dresses for Indians but after liberalization, privatization and globalization (LPG) lots of large global retailers knocked the door of Indian consumer. Convenience and choice available for readymade garment is also responsible to attract the consumer towards it. Buying behaviour depends upon product characteristics and the driving forces that motivates consumer to purchase.

## 2. Review of Literature

The past studies related to the topic were reviewed in order to obtain clearer problem statement and concept clarity.

**Hassan et al (2014)** investigated the factors that are responsible for change in customer perception purchasing fashionable clothes factors are Culture, media, self-esteem, income, age, social class and reference group and found that People prefer branded clothes to improve the appearance and to amaze the other people. People like branded clothes due to quality and comfort but are not loyal for a particular brand, if they get influenced by price offers, design and style of products they can switch the exiting brand. Reference group also influence people for brand choice. **Rucker & Galinsky (2009)** found that consumer buying behaviour for designer clothes depend on socio – economic power perception. High socio-economic power insights develop qualitatively diverse psychological motives to buy designer apparel. **Rajput &**

**Khanna (2014)** Found that female respondents significantly differ from male respondents. Female influenced more by family and friends while purchasing branded clothes. Factors like store image, brand loyalty, promotion and try before purchase also affect the purchasing behaviour of female shoppers. Study reveals that male and female shoppers have similar shopping expenditure and shopping frequency.

**Hu et al (2010)** reveals that wearing clothes is a common and every day practice. Besides, satisfying basic human needs clothes are worn to communicate personalities. It means showing prestige and social status is also one of the important factors that motivates consumer to purchase branded clothes.

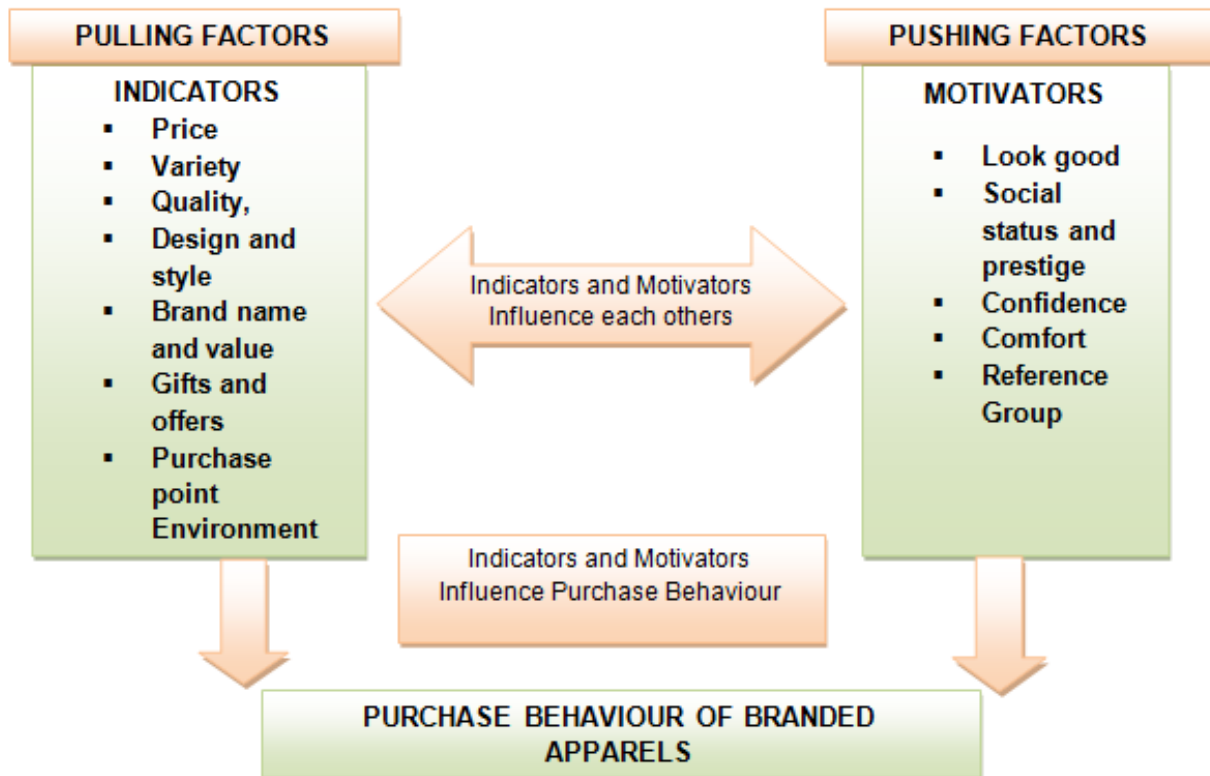
**Goyal & Sukhmani(2012)** concluded in their study factors affecting the purchase of branded apparels study in Ludhiana city, consumers are brand conscious and corporate segment is the most preferred segment. Quality of apparels is the major indicator for purchase of branded clothes and the major factors that affect purchasing behaviour are: - significance of branded clothes, Designer branded apparels, Reason for enhanced use of branded apparels and brand awareness.

## 3. Conceptual Framework

After analysing previous studies related to cloth buying behaviour a number of factors have been identified that motivates consumer for purchase of and indicators for purchase of branded clothes. Indicators of purchase are: - Quality, Cloth's Design and style, Price, variety of clothes, brand name and value, gifts and offers and purchase point environment etc. Motivators of purchase are: - To look good, social status and prestige, confidence, comfort and reference group (Family and friends).

- **Pulling Attributes:** - Product characteristics associated with the product that attract youths towards itself.
- **Pushing Attributes:** - Individual feelings that drive them towards purchase of branded apparels.

## CONCEPTUAL FRAMEWORK OF INDICATORS, MOTIVATORS AND BUYING BEHAVIOUR OF BRANDED APPARELS



#### 4. Objectives of the Research Study

The study investigates youth purchase behaviour for branded apparels which include the objectives:-

1. To identify the most preferred segment in branded apparels which is liked by Youth of Rohtak District
2. To study and rate the most important indicator/ indicators that pull youth towards branded apparels.
3. To study and rate various motivators that push individual towards buying branded apparels.

#### 5. Research Hypothesis

**H<sub>01</sub>** - Gender and preference of branded apparels does not differ significantly.

**H<sub>02</sub>** - there is no significant difference among ranks/ scores given by the respondents to various segment of branded apparels.

**H<sub>03</sub>**- there is no significant difference among ranks/ scores given by the respondents to indicators (Pull Factors) of branded apparels.

**H<sub>04</sub>**- there is no significant difference among ranks/ scores given by the respondents to motivators (Push Factors) of branded apparels

#### 6. Methodology

Responses were collected from 90 under graduate and post graduate students who were the consumers of branded clothes and respondents through convenience sampling technique. As the study concerns with youth purchase

behaviour for branded apparels of Rohtak district. So it was easy to find out the respondents in educational institutes. Respondents from different educational institutions of Rewari district like Maharshi Dayanand University (Rohtak), Jat college, Vaish college were chosen. Structured and close ended questionnaire was used to collect the response from respondents. Questionnaire was divided into two parts first part contained questions related to demographic profile like age of the respondents, family income of the respondents, gender of respondents. Second part is pertaining to the questions related to preference about branded apparels based on likert – scale and rank questions.

#### 7. Result and Discussion

This section explained the results wherein preferred segment for branded apparels, indicators and motivators of branded apparels were discussed with the help of Friedman test. Objective wise discussion is given in the following tables.

##### 7.1 Demographic Profile of Respondents

Table 1 depicts the gender, family income and age of respondents. The age is categorised into 15-20 years, 21-25 years and 26- 30 years wherein majority of sample lie in age category of 15-20 and 21-25. Family income found approximately equally distributed which means choice of youngsters for branded clothes does not affected by income. Equal numbers of male and female respondents were chosen.

**TABLE 1: Demographic Profile of Respondents**

Demographic Variables	No. Of Respondents	% of Respondents
<b>Gender</b>		
Male	45	50
Female	45	50
<b>Total</b>	<b>90</b>	<b>100</b>
<b>Age of respondents</b>		
15-20	54	60
21-25	34	37 (approx.)
26-30	02	03(approx.)
<b>Total</b>	<b>90</b>	<b>100</b>
<b>Family Income of Respondents</b>		
10000-20000	21	23 (approx.)
20001-30000	25	28 (approx.)
30001-40000	20	22 (approx.)
Above 40000	24	27 (approx.)
<b>Total</b>	<b>90</b>	<b>100</b>

**7.2 Preference Level of Branded Apparels**

To find out the degree of purchase preference of respondents question designed on likert's five point's scale was asked. Table no. 2 depicts purchasing profile of respondents.

**TABLE 2: Respondent's preference level**

Particulars	Number of Respondents	%
Mostly Preferred	30	33 (approx.)
Preferred	28	31 (approx.)
Neutral	13	15 (approx.)
Moderately Preferred	18	20
Least Preferred	01	01 (approx.)
<b>Total</b>	<b>90</b>	<b>100</b>

**7.3 Relationship between Gender and Preference of Branded Clothes**

**TABLE – 3 :Independent Samples Test**

Preference of Branded Apparels	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	1.907	.171	.363	88	.717	.089	.245	-.397	.575
Equal variances not assumed			.363	85.571	.717	.089	.245	-.397	.575

Independent T- test was applied to verify the null hypothesis (relationship between gender and preference of respondents for branded apparels).Table 3 shows the result of t - test wherein the significance value of equal variance assumed row is > 0.05 which means the gender and the brand preference does not significantly differ, so the null hypothesis fails to reject.

**SEGMENT PREFERRED BY RESPONDENTS WHILE PURCHASING BRANDED APPAREL- Result of Friedman two way ANOVA**

Most common segments of branded apparels are formal (Corporate), designer, sports, ethnic and casual which youngsters want to purchase. To know the most preferred segment respondents were asked to rank the different segments from one to five, rank 1 indicates most preferred segment and rank 5 indicates the least preferred segment.

Table -4 reveals that the most preferred segment is casual followed by formal, sports, ethnic and designer.

Friedman two way ANOVA was applied to verify the null hypothesis (no significant difference among ranks/ scores given by the respondents to various segment of branded apparels). It is found ranks are significantly different on Friedman two way ANOVA test(p value < 0.05)which means the null hypothesis fails to accept.

**Table- 4**

Preferred Segments	Mean	Standard Deviation	Rank
Formal (corporate)	2.76	1.25	2
Designer	3.53	1.40	5
Sports	3.30	1.21	3
Ethnic	3.31	1.45	4
Casual	2.10	1.27	1

#### 7.4 Indicators (Pull Factors) That Determine Purchasing Branded Apparels - Result Of Friedman Two Way Anova

Major indicators that determine purchasing behaviour of youth are quality of product, price, design, variety, store environment, offer & discount, brand value and brand name. Respondents were asked to rank the different indicators from five to eight. Rank 1 indicates most relevant indicator and rank 8 indicates the least relevant indicator that influence purchasing behaviour of youngsters. The result of table -5 reveals that the most relevant indicator (Pull factor) is quality and the least relevant indicator is store environment. Friedman test was used to verify the null hypothesis (there is no significant difference among ranks/ scores given by the respondents to indicators (Pull Factors) of branded apparels). Test result reveals that ranks given to indicators are significantly different on Friedman two way ANOVA test ( $p$  value  $< 0.05$ ) which means the null hypothesis fails to accept.

Table – 5

Indicators	Mean	Standard Deviation	Rank
Quality	2.34	1.87	1
Price	3.58	2.29	2
Brand Name	3.98	2.14	4
Offers & Discount	3.96	2.06	3
Store Environment	6.13	1.65	8
Design	4.62	1.83	5
Variety	5.38	1.50	6
Brand Value	6.01	2.12	7

#### 7.5 Motivators (Push Factors) That Determine Purchasing Branded Apparels - Result Of Friedman Two Way Anova

Factors like to look good, prestige and showing status, confidence and self satisfaction, feeling comfortable and reference group are Major Motivating forces that push youngsters towards purchase of branded clothes. Friedman two way ANOVA was used to study to various motivating factors which are shown in table- 6. To look good is the first factor that motivates Youngsters to purchase branded clothes followed by confidence and self satisfaction, comfort, prestige & showing status and reference group. Null hypothesis is fails to accept as  $p < 0.5$  which means no significant difference among ranks/ scores given by the respondents to motivators (Push Factors) of branded apparels.

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Table - 6

Motivators	Mean	Standard Deviation	Rank
Good Look	2.16	1.37	1
Prestige & Status	3.30	1.44	4
Self Satisfaction & Confidence	2.81	1.10	2
Comfort	2.98	1.35	3
Reference Group	3.73	1.31	5

#### 8. Findings

The major findings of the study are:-

- It was found that the consumers prefer branded apparels which bring confidence among them. Further the youngsters want and prefer to purchase casual branded clothes as compared to formal wears in small cities like Rohtak it means there is opportunity for entrepreneurs to open showroom of casual branded clothes.
- Youngsters want quality clothes at low price. They give preference to offers and discounts but give less preference to store environment means store design and ambience does not matter for them. They purchase branded clothes to look good instead of showing prestige and status.

#### 9. Conclusion

Most of international garment brands are approaching small cities and town to serve variety and quality. Present study concludes that people living in small cities are becoming brand conscious. The study found that males and females are equal in their purchase preference and the segment of branded clothes which youth like is casual segment. The study focused on two factors that are indicators and motivators (Pull & Push) responsible for purchase decision. Quality of product found most important indicator while store environment found less important. To look good was found strong motivator to purchase branded clothes while the reference group influence less. The present study provides an insight to understand the purchasing behaviour of consumer and to act the entrepreneur according to needs and wants of consumer.