Role And Importance Of Media On Consumer Buying Behaviour For Branded Apparel

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ABSTRACT

The impact of advertisement on brand loyalty is an important aspect. Creation of brand loyalty with the help of comparative information can change when competitors provide information to the contrary on a future date. Thus, whether brand loyalty can be created on a sustained basis with the help of comparative ads is question that can be answered. It may also be of interest on how comparison factor can be used to achieve the various objectives of an advertisement like gaining interest, enhancing image, level of persuasion, etc. Consumers do not feel encouraged to generate the word of mouth through social media traditional media, and these indications may imply that marketers would have to carry out certain actions in order to provoke these conversations.

KEYWORDS: Impact of Advertisement, Brand Loyalty, Consumers, Marketers.

INDRODUCTION

Brand management holds the explanation in the modern markets, mostly in Indian markets because Indians are very conventional. India's customary dress for men is Dhoti but gradually, people changed into tailor-made dresses. The globalization process has led Indians to get fascinated with readymade clothing, particularly multinational brands. The growth of the readymade men's wear business in India was very slothful until the early 1980s. The main cause for this was that the people in India were in the habit to buy fabric and getting it stitched principally through local tailoring shops from the unorganized segment. As an effect, there were no brands in this category for a long period. By the mid-1980s however, the customer mindset seemed to have in progress changing regularly, along with increasing urbanization, and changes in the social and economic status and lifestyles. Like that of the other industries, the move towards 'branding' soon took impel in this sector also. In this study, an effort was made to explore the customer perception towards branded apparel and retail garment stores of the Chandrapur market. The brands which are there in Chandrapur are Raymond Show Room, Arrow, Indian Terrian, Mufti, Peter England, Lee, Levis, and BlackBerry.

In diverse promoting exercises the term media insinuates strategy for communication, for instance, daily newspapers, magazines, radio, TV, normal postal mail, and the Internet. Advertisers pass on business messages to their proposed stratagem bunches using different

media. Media depends on different degrees to increase wages to deal with the cost of their activities. While the media are regarded for their informational and energy limits, they also give a basic industry fill in as a vehicle for publicizing. The media are by and large gathered into two orders either mass or claim to fame media. Daily papers, magazines, TV, and radio are measured as expansive correspondences since they pass on messages to obscure social instances of individuals. The wide reflection of the wide swapping makes them an ideal technique for the association for marketing specialists who need to contact an incredible social occasion of individuals. Publicizing media, for instance, satellite TV and mail station based mail are known as "claim to fame" media since they bring about a touch of the social event of the gathering of spectators with outstanding and matchless measurement properties or unparalleled interests. Media progression is also an astonishingly strong factor affecting the client's choice. The factor which affects the purchase selection of buyers has a place with three classes:

1. Retiring Factors (Individual)
2. Outer Factors
3. Promoting stimulus.

"Showcasing improvement", which fuses the actual development of the Marketing Mix (Product, Price, Place, and Promotion), is inculcated in this, an unbelievably convincing contraption in extending the care among the purchasers and for variable client direct. Advertising is a ubiquitous marketing tool. Everyone without even realizing gets inclined by advertisement. It became a stipulation for survival in today's extremely competitive market. The anxiety of advertising is rising day by day so does its everyday expenditure. Businesses started to spend a huge sum to create no. of advertisements to make people aware of their product/services offerings. So, it becomes requisite to study its efficiency and its effect on the consumer's behavior and actions. Thereby, present study activities to observe the advertisement's impact on consumer behavior for branded clothes. Another element is taken for advertisements i.e. celebrity endorsement has positive significant relationships with customer convenience and brand loyalty but a negative inconsequential relationship with customer loyalty. In today's industry, the marketing mix is based on the interaction between a company and the consumers. Advertising has been measured as a popular marketing element for dealing with the dynamic technological changes made to modify marketing communication mix in today's competitive markets, and this management tool is also called as re-analysis and re-designs of responsibilities and also processes inside and outside the business. In their marketing procedure, businesses can select the best-targeted promotion mix, by making use of science, expertise, and skill regarding suitable and suitable techniques. Advertising is like a mystique. Businesses are put in huge sum on making advertisements and nobody knows what they are receiving in return on their investments. Advertising is an enigmatic whirlpool, into which companies are putting crores and crores of rupees every

year, boast no origin and end but still corporate are doing this investment for the fear of losing market share. Advertising is just like huge speculation and the stakes are high. So, the disenchantment of the advertising campaign means zero or less ROI (return on investment) for the company/advertiser. Thus, it also becomes very cogent for the advertiser to check the advertisement efficacy is not the only promotional tool which affects the Business's sales. So, while measuring advertisement competence, the actual set of effects for advertising should also be taken differently from other promotional and marketing activities. With a specific end objective to get messages through, advertisers must encode their messages in such a way that considers how the projected interest group which is more often used than not unscrambled messages. They should similarly utilize productive media through which to put on the air the message and achieve the intended interest group. By the consumption of the picked media, advertisers ought to create appropriate criticism channels to screen reaction to the communication. (Kotler, 2003) keeping in mind their actual goal to frame an aggregate advertising communication program to achieve chosen target showcases, some tools are available with an advertiser. These devices are connected messages technique likewise alluded to as the limited-time blend (Wells, et al., 2000) and include sponsorship, advertising, deals advancement, coordinate advertising, individual offering, and advertising (Czinkota and Ronkainen, 2001). An advertisement helps to

1) Create awareness i.e. create subjective reaction
2) Create emotional reaction
3) Generate buy/repurchase of the items and administrations.

Besides, done to assemble a brand personality and impart changes in old items or present new items/administrations to the clients. Following to allotment of spending plan towards advertising, there is one basic debate which becomes possibly the most vital factor and that is, "Is advertising a cost or a speculation?" notwithstanding different targets of advertising, one essential money related goal is to get the greatest income for the rupee spent. Any element of marketing communication without irrefutable positive outcomes could be seen as a cost and not speculation. On the off chance that one can picture a more prominent profit for cash by the practical rate went for or better, at that point it ought to in authenticity be a venture and worth seeking after. In bookkeeping terms and giving passages in books of records, the rupee spent on the commercial is constantly reflected as a cost. For any marketer, a valid question can be "Is advertising a cost or an investment?" and answer this question lies in what is one intends to accomplish, as long as the profits are more than what was expected to be.

REVIEW OF LITERATURE

Brackett and Carr (2021) supplementary validate Ducoffe's model and expand the model to include trustworthiness and consumer demographics. Trustworthiness is also shown to be directly related to both advertising value and attitude towards advertising. Demographic

variables such as college major, age, and gender are also shown to affect only attitudes towards advertising. Fernandez's (2020) proposed to understand goal-oriented consumers' responses toward digital advertising within the context of web pages. Informativeness is as relevant to a purchase situation. Research suggests that advertising with more precise information that matches consumers' purchase circumstances, so there are very good chances that will result in a hands-on approach (e.g. consumers calling the advertisers or marketers). Duncan (2015) says that advertising has historically been the chief communication choice for marketers as it can quickly augment brand awareness and brand knowledge though advertising impact is hard to measure. Advertising plays a noticeable role in marketing as it operates more visibly than other marketing variables (Eadie et al., 2012). Advertising is imperative in effecting the image of the brand; on the other hand, McLaughlin (2010) claims that Gen Y "are cynical of advertising as they have been flooded with it" (cited in Parker et al., 2014: 179).

Chen & Chen (2018) examined the attitude of Chinese consumers towards multinational apparel brands. It also investigates the choice and selection of Chinese consumers for foreign brands, their attitude toward intangible features of global apparel brands. This research is used as a questionnaire to collect the primary from Chinese consumers through a mall intercept method of convenience sampling. The sample was made for the respondents exiting the retail shopping outlets with the 50%of the sampling taking place in one city and the remaining 50% taking place in the other city in China. The findings of the research have also indicated that there was a slight preference made towards foreign apparel brands among Chinese consumers. The findings of this research also show that there is a slight preference for international apparel brands over domestic apparel brands. The characteristics which majorly make an impact on the perception of consumers of China especially towards the brands of apparel which belong to MNCs, This is because they perceive that those brands are better trends-setters than domestic brands. King et. al. (2019) in his research tried to explore the elements of preferences to choose the brand that belong to MNC and products related to fashion by MNCs in the consumers of Malaysia.

Rajput (2017) evaluated how the demographics of the consumes can also affect the decisions for buying the branded clothes. The study also attempted to explore the actual relationship between gender and awareness level of consumers for the garments brands which are available in India. They also explored the difference in the total expenditure according to gender, whether males or females spend more on apparel. The study concluded that the consumers of India are now more conscious about the brand.

Therefore, brand image is considered more while deciding on the purchase of the product or brand. There can be many aspects like comfort, quality, and demographic profile, which can also influence the decision while purchasing of both males and females. Further, it is also concluded from the study that there are gender differences regarding brand attitude. Further, the difference in income and age are termed not to be significant factors made towards the purchase decision of branded outfits.

Ismail Tawab, & Masood's (2017) research has attempted to explore the various preferences of consumers for international brands. The study explored to draw the patterns of consumers of Pakistan. A consumer can evaluate the products based on the information cues, which can be extrinsic and intrinsic. There are many other sets of factors that may impact the purchase decision. The results of this study recommended that the major elements for consumer purchase decisions are the quality and price of the product. As the consumers generally perceive a relationship that is carried between the price and quality of the brand. So, a brand whose price is low is considered to be a product of low quality and vice-versa. Other determinants of consumer behavior are price relativity, consumer ethnocentrism, social status, and country of origin.

Bogart (2015) argued the advertisements are noticeable in very instance be the cause of the ad clutter. Time constraints tends to make it more complicated as the consumers are unable to give proper attention to the advertisements they see. The growth of the digital medias resulted further to the growth of digital and social media advertising. For all these reason the competition for getting attention to the ads become more fierce. The disturbing strategies employed by marketers are annoying 11 for the customers and prospective customers (Sandage& Leckenby, 2014; Rettie, Robinson & Jenner, 2001; Zhang 2013).

REASERCH METHODOLOGY:

OBJECTIVES
1. To study the factor which affects the consumer purchase of branded clothes.
2. To analyze the customer perception of local and international brands.
3. To critically review the buying behavior of customers in general.
4. To understand the actual difference between local and branded clothes in actual terms of price, quality, availability, and how it influences customers.

HYPOTHESIS
1. Branded clothes attract more customers rather than non-branded stores.
2. Branded clothes are more durable as compared to non-branded clothes.

SAPMLE METHOD

Sample size determination was done by the mean method. The mean method was implemented because variables in the study were measured using a five-point measurement scale.

Formula:

$$N = \frac{z^2 * p * q}{e^2}$$

Where, " z" is the standard score related with confidence level (95% in the current case). Hence, standard scores equals to 1.96 (borrowed from normal table).

LIMITATIONS
1. The analysis is based on the primary data collected through questionnaires and the accuracy of the findings entirely depends on the correctness of such data.
2. The current study is mainly focused on the clothes brands available in local shops as well as branded franchise shops in Chandrapur district only.

DATA ANALYSIS & INTERPRETATION

Hypothesis 1
" **Branded clothes attract more customers rather than non-branded stores**"
To study the significant difference between branded and non-branded clothes in terms of attractiveness, independent sample t-test is applied taking type of cloth purchased by consumer as grouping variable and response of consumer on attractiveness of the cloth as test variable, where following result is obtained:

Group Statistics

	Preferred mode of purchase of Clothes	N	Mean	Std. Deviation	Std. Error Mean
Attractiveness	Local Shops	600	3.0700	1.25313	.07235
	Branded Franchise Shops	100	3.5200	1.32849	.18788

Independent Samples Test

	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

Attractiveness	Equal variances assumed	.000	.993	-2.331	698	.020	-.45000	.19308	-.82975	-.07025
	Equal variances not assumed			-2.235	64.378	.029	-.45000	.20133	-.85215	-.04785

The fourth column in the above independent sample test table gives the t-score of -2.331 at 348 degree of freedom in fifth column, whereas, sixth column gives the sig. (2-tailed) value i.e. the p-value of 0.020, which is less than the alpha value of 0.05 ($p < 0.05$). This indicates that there is significant difference in attractiveness of the products. The mean score obtained in the table group statistics shows that the mean value of branded stores is greater than mean value of local shops. This states that attractiveness of branded clothes is greater than non-branded clothes. Hence the hypothesis i.e. Branded clothes attract more customers rather than non-branded stores is **accepted.**

Hypothesis 2

" **Branded clothes are more durable as compared to non-branded clothes**"

To study the significant difference between branded and non-branded clothes in terms of durability, independent sample t-test is applied taking type of cloth purchased by consumer as grouping variable and response of consumer on durability of the cloth as test variable, where following result is obtained:

Group Statistics

	Preferred mode of purchase of Clothes	N	Mean	Std. Deviation	Std. Error Mean
Durability	Local Shops	600	3.0000	1.19082	.06875
	Branded Franchise Shops	100	3.5800	1.08965	.15410

Independent Samples Test

		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
Durability	Equal variances assumed	5.118	.024	-3.226	698	.001	-.58000	.17981	-.93364	-.22636
	Equal variances not assumed			-3.437	69.994	.001	-.58000	.16874	-.91655	-.24345

The fourth column in the above independent sample test table gives the t-score of 3.226 at 348 degree of freedom in fifth column, whereas, sixth column gives the sig. (2-tailed) value i.e. the p-value of 0.001, which is less than the alpha value of 0.05 (p < 0.05). This indicates that there is significant difference in durability of the products. The mean score obtained in the table group statistics shows that the mean value of branded stores is greater than mean value of local shops. This states that durability of branded clothes is greater than non-branded clothes. Hence the hypothesis i.e. Branded clothes are more durable as compared to non-branded clothes is **accepted.**

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

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