

## **A Study on impact of media on consumer buying behaviour with reference to cloth consumers in Chandrapur District**

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### **Abstract:**

Indian garment industry has played an exclusive role in Indian economy. The garment industry is the largest employer after agriculture and its significance in India's economy is known for its involvement to industrial production and export earnings. The study is aimed at analysing the effect of media on buying behaviour of consumer. The sample has been collected from customers visiting the local shops as well as branded franchise stores. It is concluded that, there are lot of similarities in the buying decisions made by cloth consumers from local shops as well as branded franchise shops. Both the categories of buyers are influenced by the advertisements. Both conventional as well as new age advertisement techniques positively affect the buying decision of consumers of branded clothes.

**Keywords:** Media, advertisement, consumer buying behaviour, readymade garments, etc.

### **1. Introduction:**

Marketing is the transfer of information from marketers to customers which aims to generate in an exchange of value which gives the marketers and its stakeholders higher returns. (Kotler & Keller 2006). A successful marketing plan can result in more Consumers find the marketers and that in turn leads to revenue growth for the company. (Johnson, Scholes, & Whittington 2008) Key features behind a successful marketing mix are the four Ps: Product, Place, Promotion and Price. The marketer must have a clear strategy which is in line with the marketing mix to reach the chosen segment group. (Kotler, Armstrong, Wong & Saunders 2008)

Brand today are a status symbol. Customers all over the world now prefer brands. All the study has been conducted with reference to garment industry in India. Marketers in garments industry are competing with each other to raise their profit share and among these firms; branded clothing & accessories has shifted the conservative style & interest of people. Brand study always have

remained the key consideration of the marketer' s because of its significance and undeviating relationship with consumers.

### **Growth and Contribution of Readymade Garment industry in Economy:**

Indian garment industry contributes for approximately 4% to the GDP. The sector being highly labour intensive gives direct employment to nearly thirty million citizens and is the second highest employer in the nation. Readymade garments sector is one of the few sector of India which is self-reliant and whole in the highest value added products-garments.

### **2. Literature Review:**

Brand building advertisements be inclined to be product/service- (or retailer-) slanting with the purpose to establish a positive image and creating demand for a product or service that show the way to eventual purchase (Barrow, 1990; Rosenberg, 1995). The communication route is typically one-to-many and is calculated to reach a large number of people by using a tactic of " intrusion" aimed at capturing the attention of users. For example, ads in digital media are placed in goal-oriented and highly organized settings (Fernandez, 2000) that allow consumers to gather and process information at a preferred pace.

Brackett and Carr (2001) supplementary validate Ducoffe' s model and expand the model to include trustworthiness and consumer demographics. Trustworthiness is shown to be directly related to both advertising value and attitude towards advertising. They employed tests such as ANOVA and t-test described that TV ads can influence children' s buying behaviour. Shachar & Anand (1998) report major expenditure of television for alteration is needless; however, impact of TV ads affects the consumer in his purchase decisions.

### **3. Objective of the Study:**

- To analyze awareness about the brand
- To study the influence of advertisement on consumer purchase behavior.
- To study the choice of the customer in branded or non-branded clothes.

**4. Hypothesis of the study:** The Hypotheses of the study are:

1. Chandrapur consumer kindly demand more branded clothes.
2. Consumer buying behaviour depends on the presence of the brand rather than quality and price.

**5. RESEARCH METHODOLOGY:**

Research methodology is a way to systematically solve the research problem. It is understood as a science of studying how research is done scientifically. It involves logical reasoning and has various steps that are generally adopted in research.

**5.1 Research Design:**

A descriptive research design technique has been used to study the factors affecting buying behaviour of consumers and also to study the impact of media on Consumer buying behaviour.

**5.2 Data Collection:**

Both primary and secondary type of data was used in this research.

**Primary Data:** Primary data has been collected from customers coming to either local shops and branded franchise shops through structured questionnaire. The data has been collected from 350 respondents divided into 300 respondents who visited local shops and 50 respondents who visited branded franchise shops.

**Secondary Data:** Secondary data was gathered through books, journals, newspapers. Internet has been extensively used to seek data from the websites of various retails stores, Make in India, Industry profile and marketing research forums. National and International Journals regarding Brand Management, Brand Equity, Marketing Management and Consumer Behavior were used for this research.

**5.3 Sampling Method/ Techniques:**

Simple Random sampling technique has been used to collect the data from customers coming to either local shops and branded franchise shops through structured questionnaire.

**Sample Size:** Altogether data has been collected from 384 respondents of clothes customers in the district of Chandrapur, but it was observed that 32 respondent's response were incomplete and 2 respondents have misunderstood the questionnaire, hence such data was discarded. Finally, 350 respondent's data were considered as samples for the study.

## **6. Results:**

Buying behaviour of consumer is the study of how individuals and organizations select and use products and services. This primarily focuses on motivation, psychology, and behaviours, such as how different brands are chosen by people, how they shop and research, and how to effectively influence the brand by improving the marketing campaigns.

Out of the total factors, three factors can influence consumer buying behaviour viz., psychological, personal and social. individual's interests and opinions are dealt in Personal factors deal, where demographics affects them.

It is observed from the research that in case of local shop, out of the total respondents 99 (33%) agree that the television advertisements are important in the marketing of products as the visual appeal impacts the minds of the public, 21 (7%) strongly agree to this, 30 (10%) neither agree nor disagree to this, whereas, 108 (36%) disagree to this and remaining 42 (14%) strongly disagree to this. In case of branded franchise shop out of the total respondents majority 14 (28%) agree that the television advertisements are important in the marketing of products as the visual appeal impacts the minds of the public, 11 (22%) strongly agree to this, 8 (16%) neither agree nor disagree about this, whereas, 9 (18%) disagree to this and remaining 8 (16%) strongly disagree to this.

However, It is also found from the research that in case of local shop as well as branded franchise shops, out of the total respondents majority of them agree that Advertorial display items at public places are a good source of informing the public as they are easy to spot also majority of them agree that Hoardings in public places catches their attention and prompts them to buy the products.

To study the significant difference between branded and non-branded clothes in terms of its demand, independent sample t-test is applied taking type of cloth purchased by consumer as

grouping variable and response of consumer on importance of brand image 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 |
|-------------|---------------------------------------|-----|--------|----------------|-----------------|
| Brand image | Local Shops                           | 300 | 3.2000 | 1.29831        | .07496          |
|             | Branded Franchise Shops               | 50  | 3.5000 | 1.28174        | .18127          |

**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   |        |
| Brand image | Equal variances assumed                 | .220 | .640                         | -1.515 | 348             | .131            | -.30000               | .19797                                    | -.68936 | .08936 |
|             | Equal variances not assumed             |      |                              | -1.529 | 66.871          | .131            | -.30000               | .19615                                    | -.69154 | .09154 |

The mean score obtained in the table group statistics shows that the mean value of branded stores 3.50 is greater than mean value of local shops 3.20.

The fourth column in the above independent sample test table gives the t-score of -1.515 at 348 degree of freedom in fifth column, whereas, sixth column gives the sig. (2-tailed) value i.e. the p-value of 0.131, which is more than the alpha value of 0.05 ( $p > 0.05$ ). This indicates that there is no significant difference in demand of the products. This shows that there is no significant

difference in demand of branded and non-branded clothes in Chandrapur. Hence the hypothesis i.e. *Chandrapur consumer kindly demand more branded clothes* is **rejected**.

One-way ANOVA test is applied taking type of cloth purchased by consumer as fixed factor and response of consumer on importance of brand image, price and quality of the cloth as dependent variable, where following result is obtained:

|   |                | ANOVA          |     |             |       |      |
|---|----------------|----------------|-----|-------------|-------|------|
|   |                | Sum of Squares | df  | Mean Square | F     | Sig. |
| I buy clothes which are priced rationally                       | Between Groups | 1.547          | 1   | 1.547       | 1.045 | .037 |
|   | Within Groups  | 515.310        | 348 | 1.481       |       |      |
|   | Total          | 516.857        | 349 |             |       |      |
| I buy clothes belonging to specific brands                      | Between Groups | .519           | 1   | .519        | .326  | .568 |
|   | Within Groups  | 553.770        | 348 | 1.591       |       |      |
|   | Total          | 554.289        | 349 |             |       |      |
| I never compromise on the quality of clothes that I need to buy | Between Groups | 2.469          | 1   | 2.469       | 1.796 | .018 |
|   | Within Groups  | 478.300        | 348 | 1.374       |       |      |
|   | Total          | 480.769        | 349 |             |       |      |

The sixth column in the above ANOVA table gives the F-score of 1.045, whereas, seventh column gives the sig. value i.e. the p-value of 0.037, which is less than the alpha value of 0.05 ( $p < 0.05$ ). This indicates that there is significant difference in buying behavior of consumer due to its price. Which means that buying decision of consumer is affected due to change in price of clothes.

Buying behaviour of cloth consumer is also studied in terms of quality of cloth and it is found that the F-value obtained from the sixth column is 1.796 and sig. value obtained from the seventh column is 0.018, which states that there is significant difference in buying behavior of consumer due to its quality. Which means that buying decision of consumer is affected due to change in quality of clothes.

An attempt is also made to study of brand image, it is found that the F-value obtained from the sixth column in above ANOVA table is 0.326 and the sig. value i.e. p-value obtained is 0.565

which is more than the alpha value of 0.05 ( $p > 0.05$ ), which states that there is no significant difference in buying behaviour of consumer due to its brand image. Which means buying decision is not affected due to brand image of clothes.

Therefore, from the above analysis it is concluded that Consumer buying behaviour depends on the presence of the quality and price rather than its brand image. Hence, the hypothesis i.e. *Consumer buying behaviour depends on the presence of the brand rather quality and price is rejected.*

## **7. Conclusion:**

There are lot of similarities in the buying decisions made by cloth consumers from local shops as well as branded franchise shops. Both the categories of buyers are influenced by the advertisements. Both conventional as well as new age advertisement techniques positively affect the buying decision of consumers of branded clothes.

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