

A STUDY ON BRAND PREFERENCE AMONG THE STUDENTS OF JADAVPUR UNIVERSITY

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ABSTRACT

Consumerism in India gained a new momentum with the simplification of trade related laws and procedures. During the last two decades or so, there has been a steady increase in the number of brands for all categories of products. This could become possible with foreign companies coming to and investing in Indian market, and making all efforts to popularize their product/brand. This has generated greater competition among producers (both domestic as well as foreign) and benefited consumers by providing them with ample opportunities to choose a product or brand of a product that suits them the most. In this project report, we attempt to analyze brand preference and brand loyalty of the people. For this purpose, we have considered three products, namely, Jeans, T-shirts and Footwear. These items are selected for the simple reason that the frequency of their change is high among youngsters (as is found from our pilot survey). For this we approached and interviewed students of Jadavpur University, Kolkata (India), as it served as an appropriate crucible, where people come from different socio-economic backgrounds.

Key Words: Brand Preference, Brand loyalty, Apparels, Consumer Behaviour, Veblen effect, demonstration effect and Brand familiarity.

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Preface

The importance of branding has increased manifold in the globalized world. Branding products has certain advantages for both producers and consumers. For producers, it ensures the creation of a loyal band of followers and also helps them to differentiate their products from those of their competitors. For consumers, brands provide ample opportunity and better quality to make choice and maximize their utility. There is a general agreement that the source of prowess of successful companies is the presence of big brands in their portfolio. Every company wants to create and own the ageless brands and thus spend a lot of money towards this objective. However, for the actual success of a brand, the brand should not only reside in the minds of consumers, but it should also represent as a means to achieve what is sought by a customer. In fact, brands are the basis of consumer relationship. They bring consumers and producers closer for marketing. Just as the purpose of a brand is different for producers and consumers, so is its meaning and sense. To some, a brand may be a simple name or a logo, while to others; it may be a promise, guaranty, reputation, or identification. The American Marketing Association defines a brand as any word, mark, symbol, device, or a combination thereof, used to identify some product or service.

In this project report, we attempt to analyze brand preference and brand loyalty of Jadavpur University students. For this purpose, we have considered three products, namely, Jeans, T-shirts and Footwear. These items are selected for the simple reason that the frequency of their change is high among youngsters (as is found from our pilot survey). Given the time and resource constraints at our disposal, we found it easier and convenient to approach and interview students of Jadavpur University, who come from different socio-economic backgrounds.

Introduction

BACKGROUND

“Globalization, as a driving force, increases global competition enormously in recent times. Foreign products and brands competing with that of local is a customary event of this age. People, with more options, are going through more critical Judgmental process to make purchase decisions. They are free to choose different products”. Several studies of choice show that most

consumers practice multi-brand products, selecting among many brands that compose the product category. It has been observed that marketers sometimes are less enthusiastic about older consumers. In this context Uncles and Lee (2006) state “a possible explanation for the indifferent attitude of at least some marketers is that they believe these consumers are set in their ways and it would be difficult to change their attitudes and behaviours”. Although current trends show that this belief is changing.

There are numerous factors which directly or indirectly affect consumers’ brand preference and purchasing behaviour. These factors include, among others, price and quality of the brand, packaging and colour, its availability, its popularity through advertisement and other media sources, etc. Researchers have shown that consumers have limited processing capacity and hence use only a part of the information available when choosing a brand (Bettman, 1979). Researchers have even found that consumers focus on the comparisons of two most popular brands in order to reduce the cognitive complexity of selection (Laroche et al., 2001).

The introduction of new brands and the changing pattern of consumers’ purchases generated ample interest among the researchers to analyze the behaviour of consumers’ purchases, their preference for a particular brand, switching behaviour and its underlying factors. The next section presents a brief review of some of the existing studies which seem relevant for the present analysis.

LITERATURE SURVEY

Owing to the developments in consumer goods industries, ample literature emerged in India and abroad, covering various aspects of consumer behavior such as consumers’ choice under uncertainty, multi-brand products and consumers’ choice, consumers’ attitude towards certain brands, etc. We present below a brief survey of some of the studies that seem to be quite relevant for present work.

George Baourakis and others (2007) in their study tried to investigate the impact of different product characteristics such as price, quality/taste, image/reputation, advertising, packaging and colour on consumers’ purchasing behavior. For this purpose, data from primary survey was

collected from Greek and Dutch juice markets and multivariate regression technique was employed to explain consumers' preference for the examined juice brands. It was found that in case of Netherlands, taste and quality is what drives consumers to keep on buying juice. Besides this, image of brand followed by price and package of juice were other significant factors. In contrast, the consumers in Greece were more influenced by package of the juice and advertising.

Samit Khanna and Puneet Sharma focused their analysis on marketing strategies of branding a product. Taking into account the Indian as well as international brands, the study highlighted the problems of Indian brands and reasons that prevented these brands from being recognized internationally. The authors stressed the need for adopting a structured approach of branding a product and also about the marketing strategies that would help it survive the tough competition from similar substitutes.

Chandra Sekhar et al., carried out an empirical analysis of consumer evaluation of brand image, brand attitude and perceived quality of a two-wheeler product using a sample of 300 students of Annamalai University for different years and departments. The results of the factor analysis suggest that fuel efficiency, price rate, brand image, maintenance cost, resale value, add on features and durability form the first component, style and design and power and pickup form the second component, and environmental friendliness is the third component..

Kumar and Singh (2008) conducted a study for Haryana and confined their analysis to three consumer durables namely colour television, refrigerator and motorcycles. They found that occupation played an important role in determining brand preference for television and that preference was somewhat similar for people in the same occupation. This did not hold true for the other two products due to lesser varieties of brands. Their study also revealed that education level, income level, caste and advertisements were other important determinants of brand preference in rural Haryana. They found that people were shifting from local to domestic brands and from domestic to local brands. Moreover, domestic producers were being beaten in rural areas because they failed to understand the needs and desires of the rural masses.

NEED AND OBJECTIVES OF THE PRESENT STUDY

In today's fiercely competitive and increasingly global markets, consumers are faced with much greater information and choice. In the age of information and information overload, the challenge of understanding which salient attributes significantly affect consumers' brand evaluations and purchasing decisions is more important than ever. In India, with increasing opportunities, consumers exhibit the practice of using multi-brand products, and are more attracted towards global brands rather than domestic brands. Several studies reviewed in the previous section indicate many reasons for brand preference behaviour of Indian consumers. Many foreign companies are finding still greater scope for investment in Indian markets (Consumer Insight, 2008). It is in this context that the present study on consumers' brand preference in India assumes greater significance.

The present study is initiated as a part of the under graduate project. This study is based on primary survey, covering a sample of 240 students of Jadavpur University. The three items considered for the present analysis are Jeans, T-shirts and Footwear about which students are generally found crazy. This study is conducted with the following objectives:

- (I) To ascertain brand awareness and to analyse brand preference among the students of Jadavpur University;
- (II) To identify different factors that may influence students' preference for a particular brand.
- (III) To determine if brand loyalty is present among the students.

In order to support the objectives of this study, following hypotheses were developed and tested during the course of the analysis:

- (I) Students of Jadavpur University are aware of different brands and they have a definite preference of brand for each product under analysis;
- (II) Students prefer more international brand than Indian brand;
- (III) Students are not rigid about using a particular brand for a product.

Research design and methodology

FORMATION OF QUESTIONNAIRE

The present study is based on primary data collected through survey using structured questionnaire. The questionnaire contained fifteen questions covering various aspects relating to students gender, family size, family income and brand related information and so on. We have classified the brands indicated by the respondents as Indian brands and International brands for each of the three items, namely, Jeans, T-shirts and Footwear. The classification is based on the location/country in which the concerned brand/company is operating.

DETERMINATION OF POPULATION

There being 38 departments in Jadavpur University, a study based on all the departments was ruled out from the beginning due to time and resource constraints. We decided to base our study on six departments, about one-sixth of total departments, only. The six departments were selected through Simple Random Sampling using Statistical Package for Social Sciences (SPSS). The departments that were selected for the purpose of this study were-

- i. Computer Science and Engineering.
- ii. English.
- iii. International Relations.
- iv. Mechanical Engineering.
- v. Physics.
- vi. Production Engineering.

SELECTION OF APPROPRIATE SAMPLING TECHNIQUE AND CHOICE OF SAMPLE SIZE

Prior to the collection of the data it was decided that each department would have equal representation in the study as otherwise biases might have occurred. An initial target of fifty students from each department was set. The students were intercepted in their departments by the authors and were requested to fill in the questionnaire. Purposive sampling was used. Although our target of fifty students was surpassed in most departments yet in some departments we could not achieve the target. As a result we revised our desired sample size from each department to forty. In the remaining departments we had exceeded our initial target comfortably and we used

simple random sampling to select forty samples from each department. All in all we had a total of two hundred and forty respondents.

STATISTICAL TOOLS

The study carried out a preliminary empirical exercise on the collected data using confirmatory analysis with simple statistical tools like tabular and graphical representation of the data, frequency and percentage analysis, measures of central tendency (mean, median and mode), standard deviation and skewness and above all chi square test has been used to test the independence of students' brand preference for the three apparels considered in the present analysis with other categorical variables.

Results and discussions

FREQUENCY AND PERCENTAGE ANALYSIS

Table 1 shows the gender wise distribution of the respondents surveyed. Out of the 240 respondents 157 were male and 83 were female which represents 65.5% and 34.5% of the total sample respectively. Department wise classification indicates that the maximum number of female students come from English (28), International Relations (27) and Physics (20). On the other hand, as many as 112 male students are attracted by Computer Science and Engineering, Mechanical Engineering and Production Engineering. The same information is portrayed in Fig.1.

Table1- Sex wise distribution of students in sample

Department	Number of males	Percentage to total	Number of females	Percentage to total
English	12	5	28	11.7
International Relations	13	5.4	27	11.2
Physics	20	8.3	20	8.3
Computer Science & Engineering	34	14.2	6	2.5
Mechanical Engineering	39	16.3	1	0.4
Production Engineering	39	16.3	1	0.4

Total	157	65.5	83	34.5
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Source: Analysis based on primary survey of Jadavpur University students.

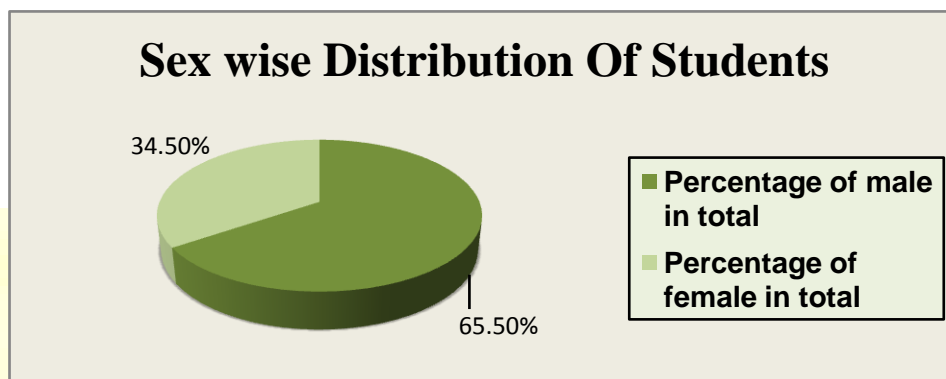


Fig. 1

Parameters like student's family size, his average family income and even his own earning may of course play a crucial role in influencing the purchasing behavior of branded products of the student. The results of family size are presented in Table 2 . It may be seen from Table 2 that our sample does not comprise of large families. Families consisting of 6, 7, or more members account for a mere 8.3% of our total sample. About 77.9% of the total respondents come from families of 4, 3 or less members.

TABLE 2: DISTRIBUTION OF STUDENTS ACCORDING TO THEIR FAMILY SIZE

Family size	Frequency	Percentage to total
3 or less	82	34.17
4	105	43.75
5	33	13.75
6	7	2.91
7	10	4.17
More than 7	3	1.25
Total	240	100

Table 3 gives the distribution of students according to their average family income per month. It can be seen from this table that around 31.24% of the surveyed students belong to the family

income group between Rs.15000-Rs.30000. Around 21.25% i.e. 51 students come from families with income below Rs.15000. The average income of the families of the students surveyed is Rs. 33250. The modal income is about Rs. 21667 and the median income is about Rs. 28800. This follows from the fact that the lowest two income groups together account for about 52.5 percent of our sample. The income distribution of the families of the students surveyed is positively skewed as the mean is greater than the median.

Skewness according to Pearson's first measure:

$$(\text{Mean} - \text{Mode}) / \text{Standard Deviation} = 0.565$$

The standard deviation of family income was found to be about Rs. 20510. The sole reason behind a high standard deviation being, that a major portion of respondents come from the lower income groups.

TABLE 3: DISTRIBUTION OF STUDENTS ACCORDING TO THEIR AVERAGE FAMILY INCOME PER MONTH

Average family income per month (Rs.)	Frequency	Percentage to total
Below 15000	51	21.25
15000-30000	75	31.25
30000-45000	45	18.75
45000-60000	29	12.08
60000 & above	40	16.67
Total	240	100

Mean	Rs. 33250
Standard Deviation	20510.71
Median	Rs. 28800
Mode	Rs. 21666.67
Skewness	0.565

Distribution of Students According to their Family Income per month

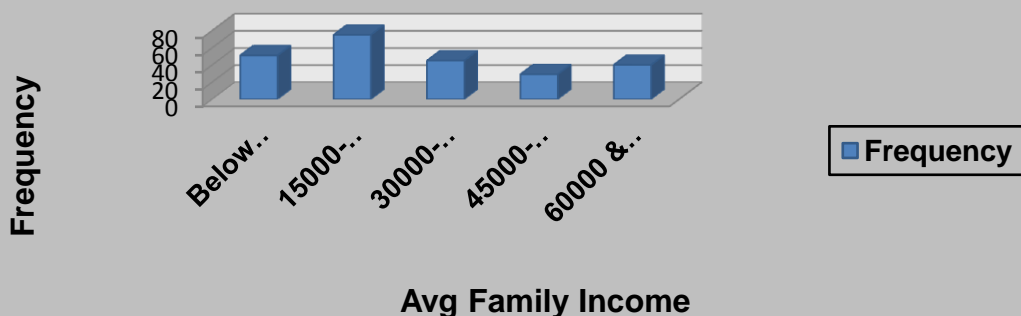


Fig. 2

The distribution of students based on their monthly earnings is depicted in Table 4. While calculating the monthly earnings various possible sources were taken into account including among other things, pocket money from parents, earnings from scholarships and part time work like tuitions.

As can be seen from table 4, 79 respondents comprising of about 32.92% of the total respondents have an average earning of more than Rs.1200 per month, followed by 26% of the respondents having their average monthly earning in between Rs.300-600. The mean earning of the respondents was found to be about Rs. 827 while the standard deviation was about Rs. 447. This indicates a high dispersion of monthly earnings of students.

TABLE 4: DISTRIBUTION OF STUDENTS ACCORDING TO THEIR OWN AVERAGE EARNING PER MONTH

Student's own average earning per month (Rs.)	Frequency	Percentage to total
Below 300	34	14.17
300-600	63	26.25
600-900	29	12.08
900-1200	35	14.58
1200 & above	79	32.92
Total	240	100

Mean	827.5
Standard Deviation	447.49
Median	837.93

Note: The sources of student's earning considered for this analysis include pocket money, scholarship, private tuition, part time work, or any other.

One of the major objectives of the present study was to assess the brand awareness among the students of Jadavpur University. For this purpose, all respondents of our sample were asked to mention any three brands that they know of the three apparels under analysis, namely, Jeans, T-shirts and footwear. The results obtained from the survey are reported in Table 5.

Table 5 classifies the respondents according to whether they are aware of at least one brand or not for each product. As can be seen from the above table about 90% of the respondents surveyed were aware of at least one t-shirt brand. The corresponding numbers for jeans and footwear was 92.08% and 95.42 % respectively. This shows that the level of brand awareness among the respondents is high.

TABLE 5: STUDENTS' BRAND FAMILIARITY OF THE SELECTED PRODUCTS

Product	Number of students who know at least one brand	Percentage to total	Number of students who do not know any brand	Percentage to total
T-shirt	216	90	24	10
Jeans	221	90.08	19	7.92
Footwear	229	95.42	11	4.58

Students' awareness about different brands may come from numerous sources such as Radio, T.V., books, etc. Therefore, as a next step, we questioned the respondents about various media of their brand familiarity. Table 6 reveals the sources through which respondents get to know about various brands. As can be seen from Table 6 and fig. 3, about 90% of the respondents admitted to becoming aware of different brands through their friends and neighbours. This supports our initial assumption that peer pressure may have a strong bearing on respondents' choice and

behaviour pattern. Teenagers try to imitate their peers in order to be accepted among them. As such their purchasing behaviour is not always rational. The table further reveals that books, newspapers and magazines are also an important source from which students learn about various brands.

TABLE 6: MEDIUM OF STUDENTS' BRAND FAMILIARITY

Medium	Frequency	Percentage to total
Family & relatives	203	84.58
Friends & neighbours	216	90
Books/magazines/newspapers	212	88.33
TV/internet	205	85.42
Any other	133	55.42

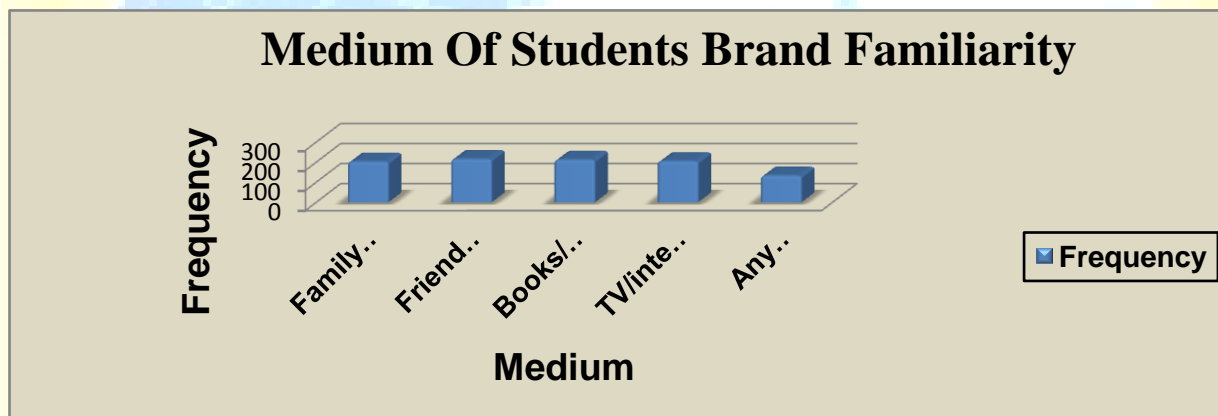


Fig. 3

In order to ascertain whether students do have a definite preference for some brand, the respondents were asked to indicate their favourite/preferred brand against each item under consideration. Tables through 7a to 7c and fig. 7a to 7c provide this information. It is evident from these tables that more than 50% of the respondents reveal their preference for international brands of all the three products, Viz., Jeans, T-shirts and footwear. About 24%, 28% and 31% of the rest respondents indicate their preference for domestic brands for T-shirt, Jeans and footwear respectively, while some respondents did not reveal their most favourite brand for any of the items under consideration. The probable reasons for not indicating any brand preference may be the preference and usage of domestic local brands whose names they could not recollect at the

time of filling the questionnaire. Moreover some respondents verbally stated that they did not have any favourite/ preferred brand. This information was not collected by the researchers.

TABLE 7: STUDENTS' BRAND PREFERENCE

a) Students' preferred brand: T-shirt

Preferred brand	Frequency	Percentage to total
International	137	57.08
Indian	63	26.25
No response	40	16.67

b) Students' preferred brand: Jeans

Preferred brand	Frequency	Percentage to total
International	128	53.33
Indian	70	29.17
No response	42	17.5

c) Students preferred brand: Footwear

Preferred brand	Frequency	Percentage to total
International	135	56.25
Indian	76	31.67
No response	29	12.08

It may also be interesting to identify major reasons which are likely to guide the brand preference revealed by the respondents. The respondents mostly cited value for money as the reason behind their preference as can be seen from Tables 8a to 8c and fig. 8a to 8c. More than 20% of the respondents are also found to have the impression that the higher prices of branded products mean that their quality is better than non-branded/local products. This implies that the well-known Veblen effect does affect consumer choices to a certain degree. Few respondents are observed to indicate demonstration effect as a possible reason behind their choices.

TABLE 8: STUDENTS' REASON FOR BRAND PREFERENCE**a) Students' reason for brand preference: T-shirts**

Reasons	Frequency	Percentage to total
Value for money	90	37.5
Higher price signals better quality	61	25.41
Demonstration effect	30	12.5
Any other	19	7.92
No response	40	16.67
Total	240	100

b) Students' reason for brand preference: Jeans

Reasons	Frequency	Percentage to total
Value for money	89	37.08
Higher price signals better quality	65	27.08
Demonstration effect	25	10.42
Any other	19	7.92
No response	42	17.5
Total	240	100

c) Students' reason for brand preference: Footwear

Reasons	Frequency	Percentage to total
Value for money	112	46.67
Higher price signals better quality	48	20
Demonstration effect	28	11.67
Any other	23	9.58
No response	29	12.08
Total	240	100

In order to find the truth behind the respondents' revelation, some additional information was gathered from them. Several interesting observations came out of the responses to the questions asked.

When asked whether they purchased alternative brands if their most preferred one was not available, about 95% respondents revealed that they purchased alternative brands in case of non-availability as shown by Table 9a and fig 9a. This shows that there is no rigidity in brand preference and brand loyalty is absent among the respondents. Merely 7 respondents, representing 2.92% of our sample, revealed that they did not do so.

Table 9 and fig. 4 contains the information regarding the source of payment for the student's purchases of the products under analysis. Out of 240 respondents, 162 (67.5%) reveal that they partly pay for their purchases, 233 (97.08%) respondents reveal that the payments are made by their parents, 155 respondents (about 64.6%) indicated that their relatives also paid for their purchases.

TABLE 9: SOURCE OF PAYMENT FOR STUDENTS' PURCHASES OF THE PRODUCTS UNDER ANALYSIS

Source of payment	Frequency	Percentage to total
Self	162	67.5
Parents	233	97.08
Relatives	155	64.58

Source Of Payment For Students Purchases Of The Products

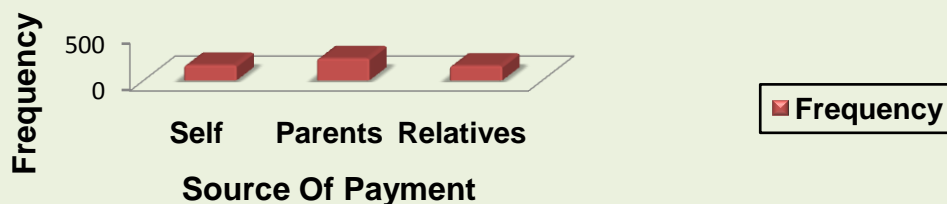


Fig. 4

The expenditure pattern per annum of the respondents' on the purchases of three products is furnished in Table 10a to 10c and figs. 5 and 6. As revealed by Table 10, on an average, major portion of the respondents' annual expenditure is less than Rs. 2000. In case of t-shirt about 70%, in case of jeans about 59% and in case of footwear about 76% of the total respondents spend less than Rs. 2000 annually.

TABLE 10: AVERAGE ANNUAL EXPENDITURE

a) Average annual expenditure on T-shirt

Average expenditure per annum (Rs.)	Frequency	Percentage to total
Below 1000	93	38.75
1000-2000	75	31.25
2000-3000	32	13.33
3000-4000	16	6.67
4000 & above	18	7.5
No response	6	2.5
Total	240	100

Mean	1606.84
Standard Deviation	1220.08
Median	1320

Average Annual Expenditure Of Students On T-shirt

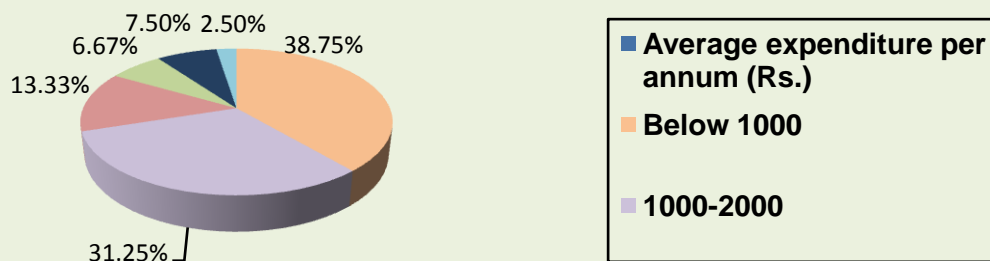


Fig. 5

b) Average annual expenditure on Jeans

Average expenditure per annum (Rs.)	Frequency	Percentage to total
Below 1000	64	26.67
1000-2000	78	32.5
2000-3000	43	17.92
3000-4000	21	8.75
4000 & above	26	10.83
No response	8	3.33
Total	240	100

Mean	1926.72
Standard Deviation	1284.45
Median	1320

c) Average annual expenditure on Footwear

Average expenditure per annum (Rs.)	Frequency	Percentage to total
Below 1000	121	50.42
1000-2000	62	25.83

2000-3000	28	11.67
3000-4000	11	4.58
4000 & above	15	6.25
No response	3	1.25
Total	240	100

Mean	1390.3
Standard Deviation	1171.29
Median	1000

Average Annual Expenditure Of Students On Footwear

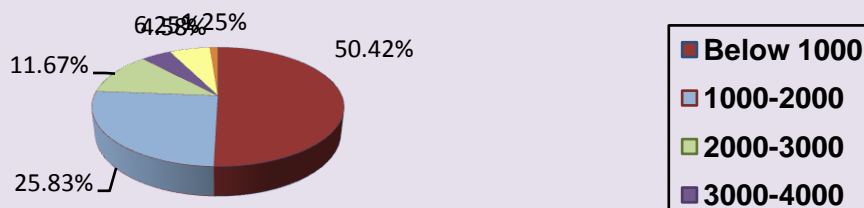


Fig. 6

CHI – SQUARE TEST

The chi square test for independence of attributes was carried out in order to determine whether the variables taken into account by the present study had any relation with brand preference. As can be seen from Table 11 that the barring three cases no statistically significant relation could be obtained between the variables and brand preference. The three cases where the relation came out to be significant were:

1. Gender and brand preference for t-shirts.
2. Gender and brand preference for jeans.
3. Average family income and brand preference for t-shirts.

This further strengthens our previous claim that peer pressure and demonstration effect which seem to be the main driver behind brand preference among the students of Jadavpur University. An important observation that must be brought to light in this context is that students do not self-report this when they are asked to state the reason for preferring a particular brand. As can be seen from table 8 (a) to 8 (c) when asked for the reason, a majority of students, excluding those who did not respond to the particular question, cited value for money as the prime reason behind using branded products. About 45% students cited value for money in case of usage of branded t-shirts and jeans while about 53% appeared to hold this view in case of footwear. While the corresponding percentage of students citing demonstration effect for using branded products are 15%, 12.6% and 13% respectively for t-shirts, jeans and footwear. But the chi square test reveals a different picture altogether and points towards peer pressure as the most important determinant of brand purchases.

Table 11a: Chi square test for independence of attributes with preference for t-shirts

Association of students' brand preference with	Computed value of chi square	DF	Critical value at 5% level of significance	Result
Gender	4.9327	1	3.841	Null hypothesis rejected
Average family income per month	9.9617	4	9.488	Null hypothesis rejected
Average earning of the student per month	1.2192	4	9.488	Null hypothesis accepted
Brand awareness	2.6281	1	3.841	Null hypothesis accepted
Average annual expenditure on the product under analysis	6.3117	4	9.488	Null hypothesis accepted

Table 11b: Chi square test for independence of attributes with preference for jeans

Association of students' brand preference with	Computed value of chi square	DF	Critical value at 5% level of significance	Result
Gender	7.4731	1	3.841	Null hypothesis rejected
Average family income per month	6.3379	4	9.488	Null hypothesis accepted
Average earning of the student per month	7.3554	4	9.488	Null hypothesis accepted
Brand awareness	0.165	1	3.841	Null hypothesis accepted
Average annual expenditure on the product under analysis	0.8172	4	9.488	Null hypothesis accepted

Table 11c: Chi square test for independence of attributes with preference for footwear

Association of students' brand preference with	Computed value of chi square	DF	Critical value at 5% level of significance	Result
Gender	1.8789	1	3.841	Null hypothesis accepted
Average family income per month	0.5851	4	9.488	Null hypothesis accepted
Average earning of the student per month	0.2778	4	9.488	Null hypothesis accepted
Brand awareness	1.1358	1	3.841	Null hypothesis accepted
Average annual expenditure on the product under analysis	1.4728	4	9.488	Null hypothesis accepted

Conclusion

The present study was carried out with a view to analyse brand awareness and brand preference among the students of Jadavpur University for three apparels, namely, Jeans, T-shirts and Footwear. An attempt was also made to assess whether the students are loyal to their preferred brand, and if not, what factors influence their preference pattern. We used structured questionnaire method to get the responses from a sample of 240 students of Jadavpur University. The important conclusions that emerge from this study are discussed below:

1. The students of Jadavpur University are highly brand aware. The respondents reveal that they are better aware of footwear than the other two items under analysis. This can be explained by the presence of well-known brands like Bata and Khadims, which have been operational in India for a long time and which also, top the list of most preferred footwear brand indicated by the respondents (list furnished in appendix B). As such our respondents' awareness about footwear, especially Bata products might come from their family members' knowledge of the brands. The awareness of the students for jeans and t-shirt may be credited to the advertisement campaigns initiated by well-known domestic and international brands.

2. A large number of students prefer international brands over domestic ones. In this respect, t-shirts lead the other two. The top five most preferred t-shirt brands are international brands. The massive popularity of international t-shirt brands can be attributed to various behavioral peculiarities. That peer pressure among the students of Jadavpur University has been well established. Furthermore, the perception of higher priced products being of better quality, namely the Veblen effect and the tendency of consumers to imitate trends prevalent in the western countries, namely the demonstration effect seems to be actively determining the respondents' preference for t-shirts. More than 56% of the respondents admitted to preferring footwear of international brands over domestic ones. This may be attributed to the perception of international brands being better in terms of quality than domestic brand of footwear. As purchasing footwear involves a high onetime cost so people may generally be inclined towards purchasing footwear of better quality so that it may provide service for a longer time. Another reason for the popularity of international footwear brands is the massive popularity of the international brand, Bata among the respondents. The Bata brand of footwear is preferred by

about 17.5 percent of the respondents (list furnished in appendix B). The number of respondents using international brands of jeans is the lowest among the three apparels. This may be attributed to the availability of local brands which are not very far behind their branded counterparts in terms of quality. Celebrity endorsement of domestic products may also have had a hand although this effect was not at all considered in the present analysis.

3. Furthermore, the results of chi square test suggest that the level of students' average family income and the students monthly earning do not have any relation with their preference of footwear and jeans. This indicates that other factors are at play. This brings to light importance of peer pressure. Students wanting to fit in with their peers laid their preference being influenced by them. This claim is again established when the respondents admit to learning about different brands from their friends more than any other source. This claim is also illustrated by the recent rise in popularity of the type of shoes named converse. The initial trend might have origin in western world and was adopted by the Indian film industry but thereafter it's staggering popularity among youngsters are only attributable to the operation of peer pressure among the respondents.

4. Again a large number of respondents acknowledge that they associate certain attributes with branded products, the chief among them being that the higher prices of such product is indicative of their better quality as such we can claim that the "Veblen effect" affects students preference for apparels.

5. It has also been found from this study that students are not loyal to any particular brand of apparels. This may mean that the exorbitant sum spent on the advertisement campaigns may not have any effect on students except making them aware of a particular brand.

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