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A STUDY OF CONSUMER BUYING BEHAVIOR FOR BRANDED APPARELS IN GURGAON CITY

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ABSTRACT

The main objective of this research is to study the influence of various factors affecting buying decision and the impact of promotional activities on buying decision. Hence, an approach is made in this study to investigate the buying behavior of regular buyers of branded apparels in Gurgaon. This research is descriptive in nature where primary data has been collected from 144 respondents through questionnaire and secondary data has been collected from websites, journals and books. To fulfill the objectives of the study Chi-square analysis is used and descriptive statistics for demographics. It is concluded that there is a significant relationship between age of the consumer and place of buying, various influencing factors and purchase plan and satisfaction level and branded purchase.

Keywords

Apparel, Brands, Consumer Buying Behavior, Promotional offers

1. INTRODUCTION

Indian economy is one of the fastest growing economies in the world and is observing shifts in consumer preferences. Indian apparel industry is the second largest contributor in retail industry. Its overall retail picture has shown long-term growth with the increase of income, increased exposure to foreign brands. According to an article in Economic Times, market of branded apparels in India may rise to Rs.250K crore by 2020. Today the people of India have become brand conscious and they prefer branded products to show off their status symbol. Customers rely on branded products and mostly prefer to buy products with well known brand name (Malik et al., 2013).

1.1 Consumer Buying Behavior

Consumer behavior includes investigation of how individuals buy, what they buy when they buy and why they buy and it merges the components from Psychology, Sociology, Socio-brain science, Anthropology and Economics. Consumer behavior is the key to a successful marketing campaign. Over the years, marketers have developed rule of thumb or shortcuts but they are still unaware of the most important factor which can influence purchasing. In today's era for a marketer, consumers are the kings. For a marketer the only way to influence purchasing is by understanding consumer behavior.

Consumer Buying Behavior is the investigation of people and the method they use to choose, secure, utilize, and discard items, administrations, encounters, or thoughts to fulfill needs and the effects that these procedures have on the consumer and society. Today Indian consumers have become more adaptable and demanding to fashion change, thus, it has become challenging for marketers to cater the buyers with constant changing preferences.



1.2 Promotional offers

Who does not want a good deal? Promotional offers are one of the most significant ways to attract consumer attention, as customers are bombarded with choices in the market. Promotional offers are a part of sales promotion and include discount, gifts and coupons, buy one get one free offers and many more. They motivate consumers to buy and overcome resistance to buy. Customers are psychologically connected with promotional offers as would prefer to pay less and take advantage of more.

2. LITERATURE REVIEW

Fernandez, P. (2009), in his study hypothesized that youth are brand conscious. He suggested that to create an image and identity, brand consciousness is the right choice. Peer influence plays a major role in choosing a brand while, advertisement plays a variable role. Branded clothes are highly impacted by celebrity endorsement as it promotes image, status and quality. In this study, it was recommended that to maintain brand loyalty, brand managers should built emotional attachment and advertisement should be used to create brand preference and brand image.

Pandian, Varathani, Keerthivasan (2012), in their study uncovered that Raymond, Peter England, and John player remained the best three brands favored by the respondents. Plainly the vast majority of the customers of men's marked shirts were profoundly impacted by the variables, for example, strength, reference gatherings, a more extensive decision of design and colour, engaging quality, value range and VIP endorser. The vast majority of the customers are expecting lessened cost and more extensive decision of shading and plan.

Rajput, N., Kesharwani, S. and Khanna, A. (2012), this article characterizes that the modern period gives high-quality materials and variety in Indian piece of clothing business sector to fulfil the want of consumers. The result of the study showed that Indian individuals have become brand conscious and brand image is not the only factor. Quality, solace, desires and statistic attributes are some factors which additionally impact and overwhelm the buying choice of consumers.

Mittal, P. and Aggarwal, S. (2012), this study is based on consumer perception towards branded garments and develops a relationship between demographic and psychographic profiles. According to this study, success of marketing can be understood by the behaviour of the consumer which includes mental, physical and emotional processes at every purchase of good and service.

Vikkraman and Sumathi (2012), conducted a study on Indian apparel market and saw that Indian buyers keep passion and expectations toward international and nearby brands. The huge impact of self-concept on the requirement for uniqueness indicates that the Indian customers with high self-esteem neither wish to fit in with others and furthermore that Indian buyers may think about their self-concept and should be one of a kind to express their 'distinction'.

According to **Nirbhan Singh, R. (2013)**, Clothing plays an important part of women's' life and major role in building the female personality and status. Cloths help women to enhance their confidence and strengthen their self-esteem. A large portion of the women concentrates on item qualities, fashion trends and other factors identified with social or psychological needs of the customers. These qualities help them to choose their clothes according to their preferences which suit with their custom and culture.

Dr. Anand Thakur, Mr. Bhuvan Lamba (2013), Conducted a study which aimed to think about the consumer loyalty level and factors impacting branded apparel purchase and furthermore to think about the most well-known brands of consumers in different variants of clothes which would assist the readymade clothing producers to plan their future growth. The discoveries uncover that Tommy Hilfiger and Peter England are the most favoured brands in the city of Jalandhar and most important considerations in clothing buy are cost and quality.

K. Balanaga Gurunath Anand, M. Krishnakumar (2013), studied the apparel buying behaviour of Indian buyers through five factors viz. purchaser qualities, reference gatherings, store properties, advancement and item characteristics. The results showed that the store qualities advancement and reference groups are the significant factors of apparel buying behaviour.



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Jafar Iqbal Laskar and Haidar Abbas (2014), this research planned to examine the buyer awareness about different branded apparels and the factors that influence their perception. They concluded that promotion and self-concept are the main elements of brand awareness.

Syed Irfan Shafi, Dr. C. Madhavaiah (2014), this research analyzed the impact of demographics and Consumer buying qualities which impact the apparel buyer decisions, results of the study concluded that reference groups, promotions, Store attributes, product traits, income and occupation are the fundamental measurement of clothing purchasing conduct.

Md. Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad Anwarul Azim, Md. Russel Anwar (2014), the investigation examined that many demographic factors and others purchase pattern factors impact the consumers' decision of retail outlet and purchasing of apparels. Showroom specific factors additionally have an impact on the buying behaviour of retail outlet. Feline's Eye, Artisti, Aarong, Westecs, Ecstasy, Kay-kraft, Yellow are the main brands and are the most favoured brands and has many better positive characteristics. As indicated by the positioning by customers, the quality factor wins in the main position, colour and design, comfort and style and cost are securing progressive positions individually.

Reham Abdelbaset Sanad (2016), this paper aims to make a thorough review of factors influencing buyer choice towards branded apparel and textile items. The research considers the factors having an impact on advertising of textile items including apparel and fashion item were surveyed. These factors include different social, social, individual, mental and ecological angles. In this study, it is proposed to broaden consumer behavior studies in apparel with special concern to comfort and performance.

Deepali Saluja (2016), the main purpose this research is to study how consumer behaviour is influenced by factors like monthly income, sex and peer influence. The research shows that the age, sexual orientation, training and occupation don't have any effect on the buying behaviour of customers. Finally, it shows that Delhi customers have a positive attitude towards fashion apparel brands.

Sandeep Kumar, Prasanna Kumar, Srinivasa Narayana (2016), conducted a research to know about the consumer perception and behaviour, lifestyle towards the apparel brands and to evaluate the significance of various factors in brand retention. From the research, it is proposed that the clothing companies should concentrate more on customer retention. This can be accomplished by keeping the reasonable price, maintaining the quality, announcing loyal programs, offering services, advertisements on social media, newspapers and tele-media.

In the light of these findings, it can concluded that many studies have been done taking aesthetics, self-concept, social, psychological factors in India and less emphasis is given on promotional offers in context with buying behavior of branded apparels.

3. OBJECTIVES OF THE STUDY

The objectives of this study are:

1. To study the buying behavior of regular buyers of branded apparels in Gurgaon
2. To study the influence of various factors affecting buying decision for branded apparels
3. To study the impact of family size for preference of promotional offer.

Hypothesis:

H₀₁: There is no association between the age of the consumer and place of purchase.

H₀₂: Purchase of branded and non-branded apparels is not affected by the type of occupation.

H₀₃: There is no relationship between the satisfaction level for a brand and its usage period.

H₀₄: There is no association between the purchase plan of the consumer and the related factors.

H₀₅: Satisfaction level of the consumer is not dependent of the type of purchase.

H₀₆: There is no relationship between Preference of promotional offer and family size of the consumer.

4. RESEARCH METHODOLOGY

This study is undertaken to assess the buying pattern of consumers in Gurgaon city. Data is collected from both primary and secondary sources. Primary data is collected through questionnaire which consisted of two sections and secondary data is collected from books, journals, websites, etc. The first section of the questionnaire consisted of demographic details of the respondent and the second section consisted of the questions which were related to their buying behaviour. This research is descriptive in nature with a target sample size of 150 respondents. A total of 148 questionnaires were answered out of which only 144 is usable. The study covered consumers taste



and preference towards the branded apparels, impact of sales promotional and Measures and buying patterns of consumers in Gurgaon city. Furthermore, descriptive statistics was used to analyse the demographic information of the respondents and Chi-square to analyse the buying behaviour of the respondents.

5. RESULTS

Table 1 shows the result of the first section of the questionnaire i.e., descriptive statistics of demographic information of the respondents' which includes 42.4% males and 57.6% females out of which 19.4% of them are from 18-25 years of age, 61.8% from 26-35 years, 14.6% from 36-45 years and 4.2% are 46 and above. Regarding respondents' occupation; 20.1% are students, 8.3% are employees, 39.6% are businessman, 22.2% are professionals and 9.7% fall in other category. 27.8% of the respondents earn less than Rs. 30,000 per month, 14.6% between Rs. 30,000-50,000, 41.7% between Rs. 50,000-70,000 and remaining 16% earn above Rs. 70,000 per month.

Table 1. Demographics of the sample

Characteristics	Frequency	Percentage
Gender		
Male	61	42.4
Female	83	57.6
Age		
18-25	28	19.4
26-35	89	61.8
36-45	21	14.6
46 and above	6	4.2
Occupation		
Student	29	20.1
Employee	12	8.3
Businessman	57	39.6
Professional	32	22.2
Other	14	9.7
Monthly Income		
Less than 30,000	40	27.8
30,000-50,000	21	14.6
50,000-70,000	60	41.7
Above 70,000	23	16.0

Following tables show the result of second section of the questionnaire through Chi-square analysis.



H₀₁: There is no association between the age of the consumer and place of purchase.

Table 2.1. Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Respondents' Age * Purchasing Place	144	100.0%	0	0.0%	144	100.0%

Table 2.2. Respondents' Age * Purchasing Place Crosstabulation

			Purchasing Place				Total
			Showrooms	Multi-branded Shops	Malls	Others	
Respondents' Age	18 – 25	Count	5	6	15	2	28
		Expected Count	7.4	7.0	9.1	4.5	28.0
	26 - 35 years	Count	21	23	29	16	89
		Expected Count	23.5	22.3	29.0	14.2	89.0
	36 - 45 years	Count	11	5	2	3	21
		Expected Count	5.5	5.3	6.9	3.4	21.0
	46 and above	Count	1	2	1	2	6
		Expected Count	1.6	1.5	2.0	1.0	6.0
Total		Count	38	36	47	23	144
		Expected Count	38.0	36.0	47.0	23.0	144.0

Table 2.3. Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.399 ^a	9	.043
Likelihood Ratio	17.234	9	.045
Linear-by-Linear Association	1.498	1	.221
N of Valid Cases	144		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is .96.

Chi – Square calculated value is 17.399, **P-value** is .043, 5 per cent Level of significance with Degrees of Freedom (9) **INFERENCE:** P-value (.043) is less than the chosen significance level ($\alpha = 0.05$). Hence, the Null hypothesis is rejected. This finding provide evidence that there is an association between the age of the consumer and place of purchase ($X^2(9) > = 17.399, p = 0.043$). Limitation: Further research should be conducted with a larger sample to test the hypothesis that there is no relationship between the age of the consumer and place of purchase as it shows as six Chi-Square cells contain less than five observations.

H₀₂: Purchase of branded and non-branded apparels is not affected by the type of occupation.



Table 3.1. Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Occupation * Usage Type	144	100.0%	0	0.0%	144	100.0%

Table 3.2. Occupation * Usage Type Crosstabulation

			Usage Type		Total
			Branded User	Non- Branded User	
Occupation	Student	Count	19	10	29
		Expected Count	18.1	10.9	29.0
	Employee	Count	9	3	12
		Expected Count	7.5	4.5	12.0
	Businessman	Count	33	24	57
		Expected Count	35.6	21.4	57.0
	Professional	Count	20	12	32
		Expected Count	20.0	12.0	32.0
	Others	Count	9	5	14
		Expected Count	8.8	5.3	14.0
Total		Count	90	54	144
		Expected Count	90.0	54.0	144.0

Table 3.3. Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.447 ^a	4	.836
Likelihood Ratio	1.490	4	.828
Linear-by-Linear Association	.149	1	.700
N of Valid Cases	144		

a. 1 cells (10.0%) have expected count less than 5. The minimum expected count is 4.50.

Chi – Square calculated value is 1.447, **P-value** is .836, 5 per cent Level of significance with Degrees of Freedom (4)

INFERENCE: P-value (.836) is more than the chosen significance level ($\alpha = 0.05$). Hence, the Null hypothesis is accepted.

This finding provide evidence that there is no relationship between the purchase of branded and non-branded purchase of an apparel and occupation of the consumer ($X^2(4) > 1.447, p = .836$).

H₀₃: There is relationship between the satisfaction level for a brand and its usage period.



Table 4.1. Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Usage Period * Level of Satisfaction	144	100.0%	0	0.0%	144	100.0%

Table 4.2. Usage Period * Level of Satisfaction Crosstabulation

			Level of Satisfaction				Total
			Excellent	Very Good	Good	Satisfactory	
Usage Period	Below 2 years	Count	2	1	22	2	27
		Expected Count	6.0	1.9	17.8	1.3	27.0
	2 - 5 years	Count	5	3	16	4	28
		Expected Count	6.2	1.9	18.5	1.4	28.0
	5 - 8 years	Count	9	1	1	1	12
		Expected Count	2.7	.8	7.9	.6	12.0
	8 and above	Count	16	5	56	0	77
		Expected Count	17.1	5.3	50.8	3.7	77.0
Total		Count	32	10	95	7	144
		Expected Count	32.0	10.0	95.0	7.0	144.0

Table 4.3. Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	36.466 ^a	9	.000
Likelihood Ratio	37.063	9	.000
Linear-by-Linear Association	3.493	1	.062
N of Valid Cases	144		

a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .58.

Chi – Square calculated value is 36.466, **P-value** is .001, 5 per cent Level of significance with Degrees of Freedom (9)

INFERENCE: P-value (.001) is less than the chosen significance level ($\alpha = 0.05$). Hence, the Null hypothesis is rejected.

An association was found between.

This finding provide evidence that there is no association between the satisfaction level for a brand and its usage period ($\chi^2(9) > = 36.466$, $p = 0.001$. Limitation: Further research should be conducted with a larger sample to test the hypothesis that there is no association between the satisfaction level for a brand and its usage period as it shows eight Chi-Square cells contain less than five observations.

H₀₄: There is no association between the purchase plan of the consumer and the related factors.



Table 5.1. Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Factors * Purchase Plan	144	100.0%	0	0.0%	144	100.0%

Table 5.2. Factors * Purchase Plan Crosstabulation

			Purchase Plan		Total
			Planned Brand	Other Brand	
Factors	Aesthetics	Count	26	7	33
		Expected Count	25.2	7.8	33.0
	Family	Count	10	1	11
		Expected Count	8.4	2.6	11.0
	Peer & Relatives	Count	20	2	22
		Expected Count	16.8	5.2	22.0
	Culture	Count	6	5	11
		Expected Count	8.4	2.6	11.0
	Social media	Count	12	13	25
		Expected Count	19.1	5.9	25.0
	Celebrity Endorsement	Count	18	2	20
		Expected Count	15.3	4.7	20.0
	Promotional Offers	Count	18	4	22
		Expected Count	16.8	5.2	22.0
Total		Count	110	34	144
		Expected Count	110.0	34.0	144.0

Table 5.3. Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.458 ^a	6	.002
Likelihood Ratio	19.555	6	.003
Linear-by-Linear Association	.387	1	.534
N of Valid Cases	144		

a. 3 cells (21.4%) have expected count less than 5. The minimum expected count is 2.60.

Chi – Square calculated value is 20.458, **P-value** is .002, 5 per cent Level of significance with Degrees of Freedom (6)
INFERENCE: P-value (.002) is less than the chosen significance level ($\alpha = 0.05$). Hence, the Null hypothesis is rejected.
 This finding provide evidence that there is an association between the purchase plan of the consumer and the related factors ($\chi^2(6) > = 20.458, p = 0.002$).

H₀₅: Satisfaction level of the consumer is not dependent of the type of purchase.



Table 6.1. Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Type of Purchase * Level of Satisfaction	144	100.0%	0	0.0%	144	100.0%

Table 6.2. Type of Purchase * Level of Satisfaction Crosstabulation

			Level of Satisfaction				Total
			Excellent	Very Good	Good	Satisfactory	
Type of Purchase	Planned Brand Purchase	Count	11	99	3	2	115
		Expected Count	11.2	87.8	14.4	1.6	115.0
	Unplanned Brand Purchase	Count	3	11	15	0	29
		Expected Count	2.8	22.2	3.6	.4	29.0
Total	Count	14	110	18	2	144	
	Expected Count	14.0	110.0	18.0	2.0	144.0	

Table 6.3. Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	52.245 ^a	3	.000
Likelihood Ratio	42.382	3	.000
Linear-by-Linear Association	16.847	1	.000
N of Valid Cases	144		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .40.

Chi – Square calculated value is 52.245, **P-value** is .001, 5 per cent Level of significance with Degrees of Freedom (3)
INFERENCE: P-value (.001) is less than the chosen significance level ($\alpha = 0.05$). Hence, the Null hypothesis is rejected.
 This finding provide evidence that satisfaction level of the consumer is dependent of the type of purchase ($\chi^2(3) > 52.245, p = 0.001$).
 Limitation: Further research should be conducted with a larger sample to test the hypothesis that satisfaction level of the consumer is not dependent of the type of purchase it shows 50% of Chi-Square cells contain less than five observations.

H06: There is no relationship between Preference of promotional offer and family size of the consumer

Table 7.1. Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Family Size * Promotional Offers	144	100.0%	0	0.0%	144	100.0%



Table 7.2. Family Size * Promotional Offers Crosstabulation

			Promotional Offers					Total
			Discount	Free Gift	Coupons	Buy 1 get 1 free	Lucky draw	
Family Size	2 - 3 members	Count	13	5	2	9	2	31
		Expected Count	15.3	3.4	2.8	7.8	1.7	31.0
	4 - 5 members	Count	51	9	10	22	6	98
		Expected Count	48.3	10.9	8.8	24.5	5.4	98.0
	6 and above	Count	7	2	1	5	0	15
		Expected Count	7.4	1.7	1.4	3.8	.8	15.0
Total		Count	71	16	13	36	8	144
		Expected Count	71.0	16.0	13.0	36.0	8.0	144.0

Table 7.3. Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.887 ^a	8	.867
Likelihood Ratio	4.650	8	.794
Linear-by-Linear Association	.255	1	.614
N of Valid Cases	144		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .83.

Chi – Square calculated value is 3.887, **P-value** is .867, 5 per cent Level of significance with Degrees of Freedom (8)

INFERENCE: P-value (.867) is more than the chosen significance level ($\alpha = 0.05$). Hence, the Null hypothesis is accepted.

No relationship was found between Preference of promotional offer and family size of the consumer

This finding provide evidence that there is no relationship between preference of promotional offer and consumers’ family size an association between the age of the consumer and place of purchase ($\chi^2(8) > 3.887, p = .867$). Limitation: Further research should be conducted with a larger sample to test the hypothesis that there is no relationship between preference of promotional offer and consumers’ family size as it shows seven Chi-Square cells contain less than five observations.

5. CONCLUSION

With growing awareness and entrance of new comers, consumers are becoming brand conscious every day. The objective of this study was to study the influence of various factors affecting buying decision and the impact of promotional activities on buying decision and the findings of this study provide us with interesting conclusions. Female buyers falling in the age group of 26-35 years are the highest buyers of International branded apparels. Branded apparels are preferred more than non-branded apparels. Result also show that buyers prefer visiting malls in comparison to showrooms and multi-branded shops for the purpose of shopping. As usage period increases, satisfaction level from a brand also increases. The main influencing factors for buying branded apparels are its aesthetics, family, peer pressure culture, social media and celebrity endorsement. The study also concludes that there is no relationship between the buyers’ family size and choosing of promotional offer. Furthermore, buyers of all categories prefer discount more than any other promotional offer.

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