

To Assess Brand Consciousness and effects of demographic variables on Rural Adolescent Girls Apparel Buying behavior

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Abstract

Any business is affected by the terms like Brand Equity, Brand Names, and Brand Loyalty. Brands are the tools that marketers use so that they can differentiate their product from others and it also adds value to the product. Beliefs are incited, emotions are evoked and behaviors are prompted through brands. The company makes the products, but the consumers buy brands. People connect socially and emotionally with brands. The use of a brand is part of a person's personality. By listening to the name of a particular brand, an individual can decide on the good or bad about that product. When any individual is conscious of the types, nature, and product's manufacturer, it is known as the Brand Consciousness of that individual. The brand consciousness of any person shows his personality and lifestyle. Today's youth has become very much conscious of their use of products and they have a choice to pick any of the brands according to their use, style, and price. The youth is more aware of the brand value as compared to their parents. This study tries to find out the brand consciousness among rural girls related to apparel. Research is scarce on this topic among rural girls. Thus, to fill this gap in the research area, this study has been planned and undertaken.

Keywords: Brand consciousness, Apparel, Shopping pattern, Adolescent, Demographic variables

1. Introduction

The fashion industry has seen tremendous modifications in structure in the last ten years. The increased brand recognition since the 1980s, as well as the convenience given by ready-to-wear clothing, was significantly responsible for the growth of the branded apparel business in India. Other elements influencing its rise include increased purchasing power, access to new fashion related styles outside the nation, and the greater quality of textiles available in the fashion sector. The 1990s saw a significant shift in the nation's general economic climate, which has been defined as liberal. Following the liberalisation of the Indian economy, more than 100 big brands developed, competing for consumer mind space. Indeed, according to a recent McKinsey survey, 38 percent of Indian respondents indicated they were very inclined to buy clothes for special events, a substantially bigger portion than in Brazil, Russia, or China. The rise of Indian and international fashion designers has also boosted the branded garment business. Shopping Pattern is progressively becoming an element of strategic planning for any industry's prospective investment and growth. Consumers have the choice of being subjective or objective when testing the effect of brand names in the retail sector, or to put it another way, the clothes segment. Furthermore, customers may choose certain goods/brands not only because they provide the expected functional or performance paybacks, but mostly reason being that the items might represent consumers' personality, social standing, or affiliation, or to meet internal psychological needs, such as the desire for variation or freshness. The term "shopping pattern refers to the emotional and mental processes as well as the observable behavior of customers throughout the product search, purchasing decision, and post-purchase consumption of a product or service. The study of how individuals purchase, what they buy, when they buy, and why they buy is referred to as shopping pattern. It combines elements of psychology, sociology, socio-psychology, anthropology, and economics [2]. Teens are the torch bearers and the most affected part of every society. As per the results of the research [3] the youth of India prefer putting on popular brands because such brands provide them a feeling of being Elite and satisfied. The international brands are also high in preference in comparison to the indigenous brands because of their high market value and popularity. They feel branded clothing as the open sesame to fit into any situation rather it be social contacts, business or home. Branded clothing tends to grab their attention and as a result brands have created a new dimension altogether. All factors into consumer sentiment toward a brand, for instance we can say signature wear attract attention and raise the confidence level. The quality, comfort, and style engage the mind and become a major motivational force for getting designer stuff to give a greater boost to personal ego. The environment of the store spells the magic, triggers the emotion and changes the concept of peoples' thought. But if we move to another aspect, social pressure is also a major factor for choosing branded clothing. Even some say, brand helps the consumer to become style icon'. Since adolescents are very conscious about their looks and brands, to assess consciousness of rural adolescent college going girls as a consumer regarding online apparel shopping pattern, research has been carried out in DAV girls' college Kosli.

2. Objectives

1. To study relationship between brand consciousness and demographic variables.
2. To study the brand consciousness attitude of respondents.

3. To study the preference for reading the type of labels
4. To know about the top ten brands according to respondents' preferences.

3. Research Methods

The primary data was collected with the help of interview schedule and self-structured questionnaire. The data was collected, tabulated and analysed using frequency, percentage, post hoc analysis and intensity indices.

Table1: Description of Research Tool

Sections	Content	Response system
I	Profile of the Respondent (Age, gender, stream of study, programme of study, year of study, address details and family details, internet usage related information)	Checklist
II	Brand Consciousness Information for brands and branded clothing, preferences for branded clothing	Check List and Three-point rating scale

4. Target group and Locale of The Study

The sample of the present study was selected using purposive and convenient sampling methods. These methods were selected for the ease of collecting the data and according to the availability of the sample. The sample of the study comprised of total 402 students studying in D.A.V. Girls College, Kosli.

5. Result and Discussion

While studying the relationship between demographic variables and brand consciousness of the respondents, the result observed is as follows-

Table 2: Stream of Study of the Selected College Going Girls (N=402)

Stream	Frequency	Percentage
Arts	332	82.59
Commerce	69	17.16

The percentage distribution of the selected college going girls according to their stream of study showed that the high majority of them were studying in Arts stream (82.59%) whereas few of them were studying in Commerce stream (17.16%).

Table 3: Type of Family of the Selected College Going Girls (N=402)

Type of Family	Frequency	Percentage
Nuclear	230	57.21
Joint	149	37.06
Extended	23	5.72

The data regarding the type of family of the respondents revealed that more than half of them were living in nuclear family structure (57.21%). However, more than one third of them were living in joint family structure (37.06%) and remaining few of them were living with their extended family (5.72%).

Table 4: Number of Siblings of the Selected College Going Girls (N=402)

No. of Siblings	Frequency	Percentage
One	87	21.64
Two	161	40.05
3 or more	154	38.31

Table 4 showcases the data regarding the number of siblings of the college going girls. It shows that forty percent of them had two siblings and a little less than forty percent of them had three or more siblings (38.31%). It also revealed that a little more than one fifth of them had one sibling (21.64%). On the other hand, the data also highlights that none of them were single girl child.

Table 5: Educational Level of Mothers of the Selected College Going Girls (N=402)

Educational Level	Frequency	Percentage
Illiterate	187	46.52
Up to 12 th	196	48.76
Graduation	11	2.74
Higher than Graduation Degree	8	1.99

Table 5 reveals that a little less than half of the respondents' mothers were studied up to class twelfth standard (48.76%) whereas, nearly forty seven percent of them were illiterate (46.52). This table further revealed that very few of them had studied up till graduation (2.74%) and higher than graduation (1.99%).

Table 6: Educational Level of fathers of the Selected College Going Girls (N=402)

Educational Level	Frequency	Percentage
Illiterate	91	22.64
Up to 12 th	267	66.42
Graduation	32	7.96
Higher than Graduation Degree	12	2.99

Table 6 reveals that a majority of the respondents' mothers were studied up to class twelfth standard (66.42%) whereas, a little less than one fourth of them were illiterate (22.64). Furthermore, it revealed that very few of them had studied up till graduation (7.96%) and higher than graduation (2.99%). Table 5 and 6 also highlights the gender inequality in education, as the female illiteracy was higher in comparison to males.

Table 7: Occupation of Mothers of the Selected College Going Girls (N=402)

Occupation	Frequency	Percentage
Homemaker	380	94.53
Business	6	1.49
Service	16	3.98

Table 7 shows the occupation of mothers of the respondents. Occupation wise it was found that a very majority of the mothers were home maker and very few of them were in business (1.49%) and service (3.98 %)

Table 8: Occupation of Fathers of the Selected College Going Girls (N=402)

Occupation	Frequency	Percentage
Not Working	27	6.72
Business	280	69.65
Service	95	23.63

Table 8 shows the occupation of the fathers of the respondents. Occupation wise it was found that a very majority of the fathers were in to some business (69.65%). However, the business also included farming on own land. Furthermore, it also revealed that nearly one fourth of them were working in service sector (23.63%) and remaining very few of them were not working anywhere (6.72%).

Table 9: Differences in Brand Consciousness among the Selected College Going Girls (N=402)

Variables	Source of Variance	Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	1.62	2	.81	1.27	.28
	Within Groups	204.97	399	.637		
Year of Study	Between Groups	8.01	2	4.00	2.49	.06
	Within Groups	198.61	399	.617		
Mother's Education	Between Groups	3.367	2	1.68	2.66	.07
	Within Groups	203.26	399	.631		
Father's Education	Between Groups	7.42	2	4.21	6.84	.21
	Within Groups	199.2	399	.61		
Mother's Occupation	Between Groups	5.262	2	2.13	3.39*	.03
	Within Groups	201.36	399	.628		
Father's Occupation	Between Groups	3.45	2	6.72	10.16**	.01
	Within Groups	213.96	399	.661		
Type Of Family	Between Groups	11.33	2	28.16	1.34	.10
	Within Groups	195.29	399	.467		
Number Of Sibling	Between Groups	9.99	2	13.99	4.62**	.01
	Within Groups	196.62	399	.555		

**p<0.01, *p < 0.05

Table 9 presents the analysis of variance for the brand consciousness among the college going girls. It shows that the significant differences existed for the brand consciousness among the respondents in relation with their parent's occupation ($p < 0.01$) and their number of siblings ($p < 0.01$). It indicates their brand consciousness varied on the basis on their parent's occupation and the number of siblings they had. The reason for such finding could be the affordability of the respondents for branded clothes due their parent's income. Those college going girls whose parents were earning well would be more comfortable in buying branded clothes. Such clothing is considerably expensive in comparison to the non-branded clothing. Moreover, those respondents who had one sibling could spend more money on buying branded clothes than those who had two or more siblings. Ultimately, it threw light upon the relationship of affordability of the branded clothes with brand consciousness among the college going girls. Moreover, the table 9 also shows no significant differences in the brand consciousness among the respondents in relation with their age, year of study, parent's education, and type of family. Thus, they showed similar level of brand consciousness on the basis of aforementioned variables.

Table 10: Tukey's HSD Comparison for Brand Consciousness among the Selected College Going Girls (N=402)

Variables	Category	Mean	Mean Diff (I-J)	Std. Error	Sig.
Mother's Occupation	Homemaker (I)	1.53	-0.87	.112	.01
	Service (J)	2.40			
Father's Occupation	Not Working (I)	1.20	-1.29	.121	.01
	Service (J)	2.49			
No. of Siblings	One (I)	2.59	0.500	.98	.01
	Three or More (J)	2.09			

The posthoc analysis of the brand consciousness among the college going girls showed the differences with in the categories of the variables. It showed that the significant differences in the brand consciousness among the college going girls in relation with their mother's and father's occupation as well as with their number of siblings. Table shows that those respondents whose mothers were homemaker were less brand conscious (mean=1.53, $p < 0.01$) in comparison to those whose mothers were working in service sector (mean=2.40, $p < 0.01$). However, those respondents whose fathers were not working showed less brand consciousness (mean=1.20, $p < 0.01$) in comparison to those whose fathers were working in service sector (mean=2.49, $p < 0.01$). Furthermore, those who had one sibling (mean=2.59, $p < 0.01$) were more brand conscious than those who had three or more siblings (mean=2.09, $p < 0.01$). The possible reason for this finding could be the parent's income that aids in affording the branded apparel by the college going girls. The higher the income ensures the feasibility of the branded clothing in the family. Thus, the children of the family might become brand conscious gradually. However,

those who had less income or no income had different priorities to focus upon. Thus, the branded apparels did not appear in their list of primary needs. Therefore, it would not be wrong to say that the brand affordability is the reason for brand consciousness among those who were moderately brand conscious.

Table 11: Scoring and Categorization of Brand Consciousness

Variables	Basis	Scoring for positive Statement	Scoring for negative Statement	Range Used for Intensity Indices	Categories
Brand Consciousness (Preferences for branded and locally available garments)	Great Extent	3	1	3.00-2.60	Highly Conscious
	Some Extent	2	2	2.59-1.60	Moderately Conscious
	Less Extent	1	3	1.59-1.00	Less Conscious

The brand consciousness indicates the respondents urge or preference for branded clothes while shopping. The score was calculated for their opinions regarding their choices for branded and locally available garments. Those who scored between 3:00 – 2.60 would be considered as highly brand conscious. It indicates that the respondents always prefer to buy branded clothes while shopping either online or in store. Further, those who scored between 2.59-1.60 were considered as moderately conscious. They prefer to buy both branded and locally available clothes. However, the less brand conscious respondents would be those who score between 1.59-1.00. They did not prefer buying branded clothes. The usually try to buy with in their budget and on minimum price. They were considered to be least interested in following their peers, influencers or celebrities.

Table12: College Going Girls According to their Brand Conscious Attitude (N=402)

Brand Consciousness	Frequency	Percentage
Highly Conscious	60	14.93
Moderately Conscious	321	79.85
Less Conscious	21	5.22

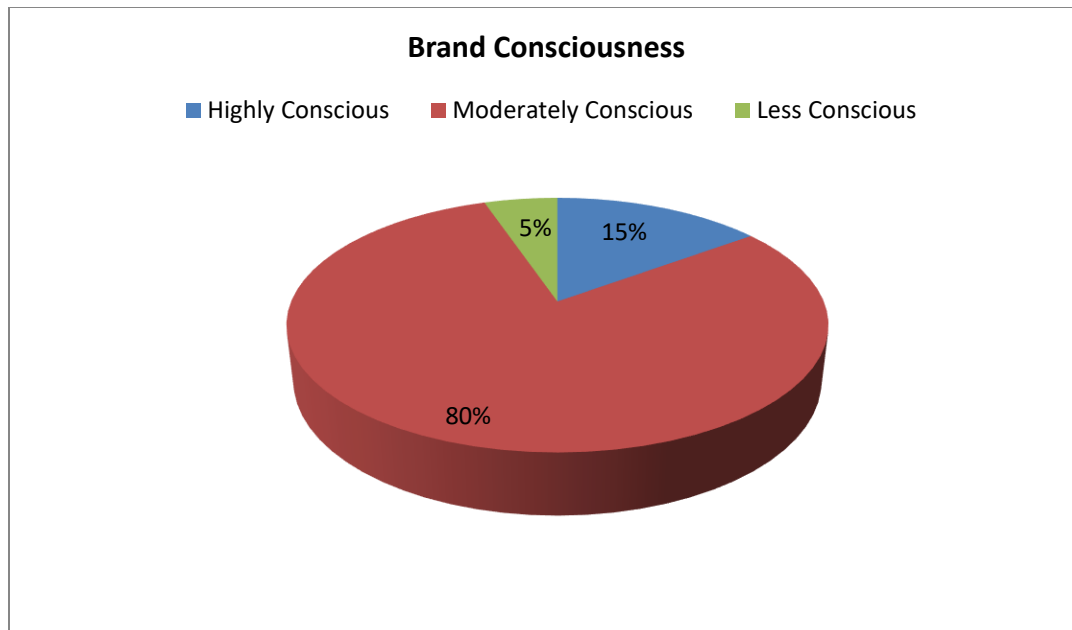


Figure 1: Percentage Distribution of the College Going Girls According to their Brand Conscious Attitude

Figure 1 reveals that high majority of the respondents were moderately brand conscious (79.85%). This means they moderately preferred to shop branded clothes rather than buying any other local brands' clothing. Furthermore, it revealed that less than one fifth of them were highly brand conscious (14.93%). It indicates that they always preferred to buy branded clothing without any occasion or sale. Table 4 further reveals that very few of them were less brand conscious (5.22%). Being fewer brands conscious makes one carefree regarding the brands of the clothes and they might buy their clothing from any possible non branded stores or shops. [6] also highlighted that the young females were more brand conscious than young males. [7] found that majority of the college going girls prefer to purchase branded clothes online.

Table 13: Type of Labels the Selected College Going Girls Know about (N=402)

Type of Labels	Frequency	Percentage
Brand Label (That shows the brand logo and name)	167	41.54
Size Label (Indicates the size of the apparel)	106	26.37
Care Label (Provides Washing Instruction)	47	11.69
Manufacturer Label (Provides the manufacturing details and MRP)	42	10.45
Special Label (Provide the special details viz. 100% cotton, <i>Liva</i> fabric etc.)	40	9.95

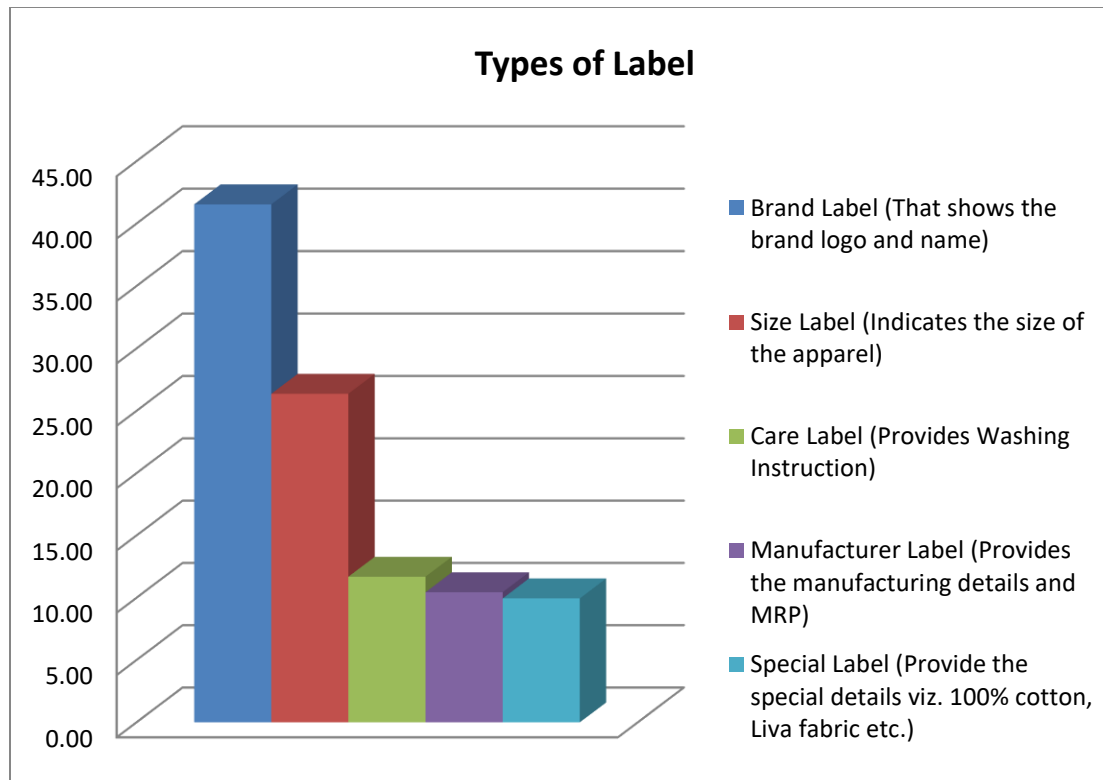


Figure 2: Percentage Distribution of the College Girls According to their Preferences for Reading Type of Labels they know about

Figure 2 shows the preferences of college going girls regarding the garment labels. It shows that higher percentage of them preferred to read brand label (41.54%) that shows brand name and logo on it. However, more than one fourth of them preferred to read size label (26.37%). Size label helps in understanding the correct fit of the garment. Furthermore, the data shows that only few of them preferred to read the care label (11.69%); manufacturer label (10.5%) and special label (9.95%). It can be inferred from the current data that majority of the college going girls were not aware of the care instruction of the garments as they did not prefer to read them on label. Moreover, very few of them were concern about reading the special labels that comes with garment that have special features such as organic clothing, liva fabric, organically dyed fabric and so on. Such garments require special care and attention. If the user ignores the special labels, they also remain unaware of the special care instruction that might be needed.

Table 14: Ten Top Brands preferred by the Selected College Going Girls

(N=402)

Preferred Brands	Frequency	Percentage
Nike	192	47.76
Adidas	119	29.60
Levi's	115	28.61

Amazon	110	27.36
Reebok	89	22.14
Zara	50	12.44
Gold Star	36	8.96
Flying Machine	34	8.46
Myntra	32	7.96
Biba	27	6.72

Table 14 showed data regarding top ten most preferred brands of the apparels. It was found that the Nike (47.76%) was the most popular and preferred brand followed by Adidas (29.60%), Levi's (28.61%) and Amazon (27.30%). Reebok, Zara (12.44%), Gold Star (8.96%), Flying Machine (8.46%), Myntra (7.96%), Biba, (6.72). We also came to know about that a little less than one fifth of them did not know about any brand (18.91%). These could be the ones who never prefer the branded clothes.

6. Conclusion

The present study threw light upon the shopping behavior and brand consciousness of the rural adolescent girls. The data related to the profile of the respondents showed that most of them were studying in Arts (82.59%) and living in nuclear family (57%) with at least two siblings (40%). The data regarding the parent's education revealed that the higher percentage of the respondents' parents were studied up to senior secondary education (48.76% mothers and 66.42% fathers). However, it also showed that a significant number of the mothers were illiterate too (46.52%). Occupation wise, it was found that a high majority of the respondents' mothers were homemaker (92%) whereas majority of the fathers were in to some business (69.65%). Moreover, the brand consciousness among the college going girls showed significant differences with the parent's occupation ($p < 0.01$) and their number of siblings ($p < 0.01$). It indicated their brand consciousness varied on the basis of their parent's occupation and the number of siblings they had. It highlights the relationship of affordability of the branded clothes with brand consciousness among the college going girls. It was found that high majority of the respondents were moderately brand conscious (79.85%) and less than one fifth of them were highly brand conscious (14.93%). The college going girls preferred branded clothing moderately as they provide quality assurance, expensive, durability. While considering their preferences for type of labels, brand labels were found to be most preferred ones. The findings also revealed that Nike (47.76%), Adidas (29.60%), Levi's (28.61%) were the most popular and preferred brand among the respondents. Social media was one of the influential factors that create brand value among the respondents.

7. Limitations of the study

1. The sample size was restricted to 402 respondents only.
2. The area was restricted to DAV Girls College of rural belt.
3. Study was confined to adolescent girls only.

8. References

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