



A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS BRANDED APPARELS WITH REFERENCE TO BANGALORE CITY.

Prof.Lakshmi Narayana.K

*Assistant Professor & Research Scholar-VTU, Department of MBA,
VTU Centre for Post Graduate Studies-Bangalore Region-Muddenahalli,
Visvesvaraya Technological University, Chickaballapur-562101*

Dr.Sreenivas D L

*Professor & Director, Department of MBA,
S J C Institute of Technology, Chickballapura-562101*

ABSTRACT

This study helps to investigate the relationship between the factors which affects the buying behaviour towards branded apparels in Bangalore city. The Data has collected by distributing the globally accepted structured questionnaire among the respondents who presently living in Bangalore city and regular buyers of branded apparels. Convenience sampling method was used with sample size of 200 for collection. Descriptive statistics was used to analysis the demographics and the Chi-square test were used to analyse the research objectives. The result of this study offers insights and evidence about the relationship between the variables which impact consumer buying behaviour for branded apparels. Finally it is concluded in the present study that there is significant relationship between reference group and purchase intention also promotion, Store attributes, product attributes, Income of the respondent and occupation have positive significant relation between consumer buying behaviour.

Keywords: Apparel Brands, Consumer Behaviour, Product attributes, Purchase Intentions, store attributes.

1. Introduction:

To remain competitive and profitable in present marketplace, the apparel industry must continue to expand its capability to respond to the needs and wants of customers. Since last few years The apparel market has seen substantial change with respect to dressing design, style, usage of branded items and choice of fibres and awareness of modern trends. The Indian textile industry is a sector which has created employment in large scale and it stands next only to agriculture by providing employment to about 15 million people across rural as well as urban areas. Retail in India has emerged the third most attractive market destination for apparel retailers, according to a study by global management consulting firm AT Kearney. India, apparel is the second largest retail category, representing 10 percent of the US\$ 37 billion global retail market. It is expected to grow 12-15 percent per year.

In 2012, the total size of the Indian apparel market was \$ 45 billion. India and China will be the fastest growing markets, growing in double digits and would become the leading consumer market with a huge share of 27 per cent. "India would have a vast consumption growth due to population progress. It would be irrespective of export market," According to the report, (Wizar2103) the global apparel market would grow to \$ 2.1 trillion by 2025 from its present size of \$ 1.1 trillion. According to report with the changes

in global macroeconomic conditions and demographics, it would be very important for Indian manufacturers to be present at the right location at the right time.

On one hand, in textile sector high domestic consumption is going to throw up significant business prospects, while on the other hand a slowdown in Chinese exports will offer an opportunity to exporters to fill the void, provided they are able to measure up and match the expectations of the consumers, With this potential, India will appear as a preferred place for investment in textile and apparel sectors, both by Indian and global companies, the report (wizar 2013) added. The apparel and clothing industry being place that first place and also the spending on apparel and clothing among the customers are getting increased, considering these points it is very necessary to study the changing behaviour of consumers. The main purpose of this study is to increase the awareness of apparel buying behaviour of Indian consumers and in a real sense understanding factors which impact apparel buying behaviour in order to provide actionable information to apparel retailers seeking to standardize or adapt their strategy for the Indian consumers.

1.1 Consumer Buying Behaviour

Consumer buying behaviour is the study of individuals and the procedures they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. Consumer behaviour is gradually a part of strategic planning for the upcoming investment and growth of any industry. Retail industry or specifically to say apparel industry is no exception, Consumers can either be subjective or objective, testing the persuasion of brand names. Retail stores not only selling the products but also play an important role in convincing the decisions of customers. The whole platform or graphical appeal of the retail outlet can determine sales, or the service of the sales person or the clerks.

Furthermore, consumers may select specific products/brands not only because these products deliver the functional or performance paybacks projected, but also because products can be used to express consumers' personality, social status or association or to fulfil their internal psychological requirements, such as the need for change or freshness. Consumer behaviour denotes to the emotional and mental process and the observable behaviour of consumers during search of product, purchasing process and post consumption of a product or service. Consumer behaviour includes study of how people buy, what they buy, when they buy and why they buy. It merges the elements from Psychology, Sociology, Socio psychology, Anthropology and Economics.

2. Review of Literature

- **Pandian, Varathani, Keerthivasan (2012)** this study reveals that Raymond, Peter England, and John player remains the top three brands preferred by the respondents. It is clear that most of the shoppers of men's branded shirts were highly influenced by the factors such as durability, reference groups, wider choice of color and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of color and design.
- **Rajput, N., Kesharwani, S. & Khanna, A. (2012)** this article defines that the Modern era provides high quality materials and lot of variety in Indian garment market to satisfy the desire of customers. The customers are utilizing the opportunity too. The results confirm that Indian people have become highly brand conscious presently. Hence, brand image is a not a significant factor in choosing the product or brand to buy. There are other aspects like, quality, comfort, expectations and demographic characteristics are also influence to the purchasing decision that dominate the purchase decision of males and females.
- **Vikkraman and Sumathi (2012)** this study conducted on Indian apparel market revealed that Indian consumers perceived emotional value and clothing interest are the significant positive antecedents of purchase intentions toward global and local brands. The significant influence of self-concept on need for uniqueness indicates that the Indian consumers with high self-concept neither wish to be different from others nor wish to fit in with others and also that Indian consumers may consider their self-concept and need to be unique to express their 'individuality'. Significant impact of clothing interest on perceived quality and emotional value of global brands revealed Indian consumers' preference for global brands because of the status symbols and strong perception of foreign brands which was not found in local brands.
- **Nirbhan Singh, R.(2013)** Clothing is an important part of women's life and plays a major role in building the female identity and status. Cloths help the women to enhance their confidence and strengthen their self esteem. Clothing is referred to as specialty good since consumers often make an effort for seeking out the garment that they require. Most of the female focus on product attributes, fashion trends and other factors related to social or psychological needs of the customer. These characteristics help them to choose their cloths according to their preference and it also suits with tradition and culture.
- **Dr. Anand Thakur, Mr. Bhuvan Lamba (2013)** Conducted a study aims to know about the customer satisfaction level and factors influencing readymade apparel purchase and also to know about the most popular brands of customers in different variants of clothes which would help the readymade garments manufacturers to plan their future growth. The findings reveal that Tommy Hilfiger and Peter England are the most preferred brands in the city of Jalandhar and most significant considerations in apparel purchase are price and quality.
- **K. Balanaga Gurunath Anand, M. Krishnakumar (2013)** Studied the apparel buying behaviour of Indian consumers through five dimensions viz. consumer characteristics, reference groups, store attributes, promotion and product attributes. The results show that the store attributes promotion and reference groups are the important dimensions of apparel buying behaviour.

- **Jafar Iqbal Laskar and Haidar Abbas (2014)** this study aims to study the consumer awareness about various apparel brands (sources of awareness as well as the extent of awareness), their perception about these brands and the factors that affect their perception. Researcher has seen that advertisement and shelf presence are the main source of brand awareness. Firms which are investing in other means should introspect their strategies.
- **Syed Irfan Shafi, Dr. C. Madhavaiah (2014)** this experimental study examined the influence of demographic and Consumer buying attributes which influence the apparel buyer decisions, results of the study revealed that reference group, promotion, Store attributes, product attributes, income and occupation are the main dimension of apparel buying behaviour, this shows that the apparel stores should give more importance to apparel buying attributes to attract and appeal the consumers, and also the promotional programme also should be done aggressively and appropriately.
- **Md. Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad Anwarul Azim, Md. Russel Anwar (2014)** the study reflects that many demographic factors and others purchase pattern factors have a significant influence on the customer's choice of retail outlet and buying of apparel product. Showroom specific factors also have influence on the buying behaviour of retail outlet. Cat's Eye, Artisti, Aarong, Westecs, Ecstasy, Kay-kraft, Yellow are the leading brands and are the most preferred brands and possesses many better positive attributes. According to the ranking by customers, the quality factor prevails in the first position, color and design, comfort and style and price are securing successive ranks respectively.
- **Namrata Anand, Vandana Khetarpal (2014)** in spite of the apparel consumer's increasing demand and their active role in the diffusion of innovation, the study highlights the importance of research in the domain of apparel industry to tap this increasing potential. Apparel retailers and suppliers also have a decisive role to play in order to understand the consumer behavior for buying the fashion apparel so that they may cater to this segment more profitably.
- **Sheek Meeran, Ranjitham (2016)** the objectives of this research are to ascertain the branded apparel most preferred by respondents and to examine customer's perception towards retail garments showrooms and factor they Considered to choose a particular retail garments showroom for their shopping in Tirunelveli Hub. The study reveals that Raymond, Peter England, and John player remains the top three branded apparels preferred by the respondents. It is clear that most of the shoppers on branded apparel were highly influenced by the factors such as durability, reference groups, wider choice of colour and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of colour and design. The manufacturers of branded apparel must focus on all these factors to formulate branding strategies effectively and to sustain their growth. Convenient shop hours and the offer & discounts are the two factors that contribute more to prefer a particular retail garment showroom. The retailers need to give more attention to these factors in order to attract and retain their customers.
- **Reham Abdelbaset Sanad (2016)** this paper aims to make a comprehensive review of factors affecting purchaser decision towards apparel and textile products. Research studies concerned with factors having impact on marketing of textile products including apparel and fashion products were reviewed. These factors include different cultural, social, personal, psychological and environmental aspects. Features related to market; namely product characteristics, purchase channel, price and promotion were reported. This study reviewed research studies concerned with consumer behaviour towards textile and apparel products. However, it is believed that textile products' visual and physical characteristics has a great impact on consumer buying decision, limited studies were found investigating the relation between textile product attributes and consumer purchase decision. Most of these studies were concerned with preference of product attributes. Therefore, it is proposed to extend consumer behaviour studies in textile and apparel area with special concern of fit, comfort and performance.
- **Deepali Saluja (2016)** the purpose is also to study how consumer behavior for apparel is influenced by factors like monthly income, gender and peer influence. The survey conducted on Delhites shows that the consumers prefer shopping mostly with their friends and family members. They are influenced by their choices of their friends, family members, celebrities, magazines etc. Quality, comfort, brand are the main criteria's which impact their buying behavior towards fashion apparels. The study shows that the age, gender, education and occupation do not have any impact on buying behaviour of consumers. Finally, the survey shows that Delhi consumers have positive attitude towards fashion apparel brands.
- **Sandeep Kumar, Prasanna Kumar, Srinivasa Narayana (2016)** conducted a study mainly to know about the consumer perception, behavior, life style towards the apparel brands. To assess the importance of different factors in brand retention. From the study, it is suggested that the apparel companies should focus more on customer retention. This can be achieved by keeping the prices reasonable, maintaining quality in clothing, announcing loyal programs in special periods, offering perfect customer services, advertising more on internet, newspapers, social-media and tele-media.

3. Objectives of the study:

- 1) To study the buying behaviour of consumers towards the branded Apparels in Bangalore.
- 2) To study the socio-economic characteristics of selected consumers in Bangalore.
- 3) To study impact of advertisement, marketing communication and other influences on the buying decision.
- 4) To study the impact of promotional activities of selected companies.
- 5) To study the structure and performance of Apparel Industry.

4. Research Methodology

The present study is undertaken to evaluate the buying behaviour towards the branded apparels in Karnataka state with special reference to Bangalore city.

a. Data Collection Methods: The data has collected from both primary and secondary data.

Primary data has collected with the help of a globally accepted structured questionnaire, personal interviews and discussions with apparel brand users and non users.

Secondary data collected from various sources such as books, journals, Magazines, Company reports, websites, etc.

b. Research Design: A study is Descriptive in nature.

c. Sampling: The study would cover the consumers taste and preference towards the branded apparels, impact of sales promotional Measures and buying patterns of consumer in Bangalore city.

- **Sampling Technique:** Adopted simple and stratified random sampling technique. The survey has conducted in textiles / apparel shops & exclusive garment showrooms and some college campuses and among the general public.
- **Sample Size:** Sampling size for this study is 200.
- **Sampling Unit:** Samples will be collected from students, Corporates and general public in Bangalore city.

5. Data Analysis and Interpretation

Chi-square analysis of satisfaction about the product with respect to the period of use.

Observed frequency

Period of usage	Satisfaction Level				No. Of. Respondents
	Excellent	Very Good	Good	Satisfactory	
Below-1year	8	11	11	8	38
2- 4 years	12	10	64	14	100
5 – 7 year	4	5	11	6	26
8-and above	7	9	14	6	36
Total	31	35	100	34	200

Expected counts

Period of usage	Satisfaction Level				No. Of. Respondents
	Excellent	Very Good	Good	Satisfactory	
Below-1year	5.89	6.65	19	6.46	38
2- 4 years	15.5	17.5	50	17	100
5 – 7 year	4.03	4.55	13	4.42	26
8-and above	5.58	6.3	18	6.12	36
Total	31	35	100	34	200

NULL HYPOTHESIS: The satisfaction about the product is not based on the period of usage.

Chi – Square calculated value is, 0.024208961. By referring the χ^2 table for 5 per cent Level of significance with Degrees of Freedom (9), the table χ^2 value is 16.9.

INFERENCE: the calculated χ^2 value (0.024208961) is less than χ^2 table value (16.9). Hence accept the Null hypothesis.

CHI – SQUARE ANALYSIS – II

Chi-square analysis –media influence with purchase plan of respondents.

Observed Frequency

Media	Purchase plan		No of respondents
	Planned brand	Other brand	
T.V Advertisements	63	43	106
News paper	12	2	14
Magazine	4	10	14
In store ads	8	4	12
Banner & Hording	5	1	6
Friends & Relatives	16	22	38
Wall painting	2	2	4
Other medias	3	3	6
Total	113	87	200

Expected Frequency

Media	Purchase plan		No of respondents
	Planned brand	Other brand	
T.V Advertisements	59.89	46.11	106
News paper	7.91	6.09	14
Magazine	7.91	6.09	14
In store ads	6.78	5.22	12
Banner & Hording	3.39	2.61	6
Friends & Relatives	21.47	16.53	38
Wall painting	2.26	1.74	4
Other medias	3.39	2.61	6
Total	113	87	200

NULL HYPOTHESIS: The purchase plan is affected by the media.

Chi – Square calculated value is, 0.032178004. By referring the χ^2 table for 5 per cent Level of significance with Degrees of Freedom (7), the table χ^2 value is 14.1.

INFERENCE: the calculated χ^2 value (0.032178004) is less than χ^2 table value (14.1). Hence accept the Null hypothesis.

CHI – SQUARE ANALYSIS – III

Chi-square analysis of respondent's occupation with branded and non-branded usage.

Observed Count

Occupation of Respondents	Type of use		No .of respondents
	Branded User	Non-Branded User	
Student	58	12	70
Business man	17	5	22
Professional	37	5	42
Employee	54	2	56
Others	8	2	10
Total	174	26	200

Expected Count

Occupation of Respondents	Type of use		No .of respondents
	Branded User	Non-Branded User	
Student	60.9	9.1	70
Business man	19.14	2.86	22
Professional	36.54	5.46	42
Employee	48.72	7.28	56
Others	8.7	1.3	10
Total	174	26	200

NULL HYPOTHESIS: Irrespective of the occupation all are using both of the items (Branded and non-branded items)

Chi – Square calculated value is, 0.099888065. By referring the χ^2 table for 5 per cent Level of significance with Degrees of Freedom (4), the table χ^2 value is 9.49.

INFERENCE: the calculated χ^2 value (0.099888065) is less than χ^2 table value (9.49). Hence accept the Null hypothesis.

CHI – SQUARE ANALYSIS – IV

Chi-square analysis of promotional offers and the family size.

Observed Count

Family size	Promotional Offers					TNR
	Discount	Free Gift	Coupons	Buy 1 Get 1 Free.	Lucky Draw	
2-3 members	8	8	8	12	2	38
4-5 members	92	11	7	20	9	139
6 and above	7	5	3	4	4	23
Total	107	24	18	36	15	200

Expected Count

Family size	Promotional Offers					TNR
	Discount	Free Gift	Coupons	Buy 1 Get 1 Free.	Lucky Draw	
2-3 members	20.33	4.56	3.42	6.84	2.85	38
4-5 members	74.365	16.68	12.51	25.02	10.425	139
6 and above	12.305	2.76	2.07	4.14	1.725	23
Total	107	24	18	36	15	200

NULL HYPOTHESIS: Preference to promotional offer is not based on the family size.

Chi – Square calculated value is, 8.82618E-06. By referring the χ^2 table for 5 per cent Level of significance with Degrees of Freedom (8), the table χ^2 value is 15.5.

INFERENCE: The calculated χ^2 value (8.82618E-06) is less than χ^2 table value (15.5). Hence accept the Null hypothesis.

CHI – SQUARE ANALYSIS – V

Chi-square analysis for place of purchase and age of respondents.

Observed Count

Age Of Respondents	Place Of Purchase				TNR
	Exclusive Show Room	Multi Branded shop	Big Malls	Others	
Up to-18 years	4	5	6	3	18
19- 25 years	58	22	17	7	104
26 - 30 years	17	11	10	2	40
31 - 35years	5	2	3	8	18
Above-35 Years	4	4	10	2	20
Total	88	44	46	22	200

Expected count

Age Of Respondents	Place Of Purchase				TNR
	Exclusive Show Room	Multi Branded shop	Big Malls	Others	
Up to-18 years	7.92	3.96	4.14	1.98	18
19- 25 years	45.76	22.88	23.92	11.44	104
26 - 30 years	17.6	8.8	9.2	4.4	40
31 - 35years	7.92	3.96	4.14	1.98	18
Above -35 years	8.8	4.4	4.6	2.2	20
Total	88	44	46	22	200

NULL HYPOTHESIS: Place of purchase is not based on the age of respondents.

Chi – Square calculated value is 3.04378E-05. By referring the χ^2 table for 5 per cent Level of significance with Degrees of Freedom (12), the table χ^2 value is 21.

INFERENCE: the calculated χ^2 value (3.04378E-05) is less than χ^2 table value (21). Hence accept the Null hypothesis.

CHI – SQUARE ANALYSIS – VI

Chi-square analysis for satisfaction level with respect to type of purchase.

Observed Count

Type of Purchase	Satisfaction Level				TNR
	Excellent	Very Good	Good	Satisfactory	
Planned Brand Purchase	18	28	62	9	117
Un planned Brand Purchase	13	7	38	25	83
Total	31	35	100	34	200

Expected Count

Type of Purchase	Satisfaction Level				TNR
	Excellent	Very Good	Good	Satisfactory	
Planned Brand Purchase	18.135	20.475	58.5	19.89	117
Un planned Brand Purchase	12.865	14.525	41.5	14.11	83
Total	31	35	100	34	200

NULL HYPOTHESIS: Satisfaction about the products is independent of the type of purchase.

Chi – Square calculated value is, 8.13722E-05. By referring the χ^2 table for 5 per cent Level of significance with Degrees of Freedom (3), the table χ^2 value is 7.81.

INFERENCE: the calculated χ^2 value (8.13722E-05) is less than χ^2 table value (7.81). Hence accept the Null hypothesis.

CHI – SQUARE ANALYSIS - VII

Chi – Square Analysis of Place of Purchase and Preference to Switch Over

Observed count.

Brand Switch Over	Place Of Purchase				TNR
	Exclusive Show Room	Multi shop	Branded	Big Malls Others	
Yes	52	4	9	8	73
No	36	40	37	14	127
Total	88	44	46	22	200

Expected count

Brand Switch Over	Place Of Purchase				TNR
	Exclusive Show Room	Multi Branded shop	Big Malls	Others	
Yes	32.12	16.06	16.79	8.03	73
No	55.88	27.94	29.21	13.97	127
Total	88	44	46	22	200

NULL HYPOTHESIS: The place where the customers purchase is not causing the brand switch over.

Chi – Square calculated value is 1.47708E-08. By referring the χ^2 table for 5 per cent Level of significance with Degrees of Freedom (3), the table χ^2 value is 7.81.

INFERENCE: the calculated χ^2 value (1.47708E-08) is less than χ^2 table value (7.81). Hence accept the Null hypothesis.

6. SUGGESTIONS:

- Upcoming BIG MALLS, Multi branded shops are becoming preferred places to purchase branded wears instead of exclusive showroom. Because of availability of various brands in single roof. So the marketers may choose their distribution channel may be BIG MALL, Multi branded shops.
- Compared to various promotional measures Quality and brand image stood 1&2 ranks .so continues supply of quality product and maintaining image will sustaining product life in market .
- The textile marketer may concentrate the business & primary educated consumer because according to the survey their consumption is low.
- Other than the TV advertisement, other Medias effectiveness is low. The companies may concentrate to strengthen the Medias.
- Brand conscious about female consumer is compared to male is low, the companies may take necessary step to increase their brand conscious to increase the market. For instance the markets like Delhi, Bombay, Calcutta consumer's brand conscious is high compare to other cities.
- Especially in textile marketing promotion measures like Discount and buy 2and get 1 free scheme are playing effective role towards promotion.
- Nearly 50 per cent of the consumers are not decided their favourable brands before enter the shop. So the marketer having more chance to convince them to buy particular brand with effective sales tools.
- As the majority of buyers are young, so the product should be associated with style and trends so that it appeals to the youth and the brand should be developed.
- POP material and sales persons in brand selection is important measures in branded wears.

7. CONCLUSION

Consumers are increasingly becoming brand conscious and are opting for apparel with brand images or logos. With growing awareness and fashion sensibility as a means of self-expression among consumers, demand for more choices and products serving both fashion and performance needs are evolving out. The modern customer is identified as a person who elects to experiment with diverse looks and ideas. Men in the age group of 19-25, with higher disposable income spend on expensive shirts and suits. From the research, there is a lot of scope for new entrants in this field, the manufacturers and marketers of branded wears should concentrate on making new consumer rather than retaining old one. The number of people visiting the showroom with a brand in mind, in same as the number of people visiting the showroom with no brand in mind. Most of the time buyers visit the showroom of branded wears with the purpose of shopping however compared to women, male consumer visit the showroom for passing time, even though pop, advertisement, promotional schemes and other factors influence the consumer purchase decision and consumer stimulated to buy. Among the various promotional schemes and promotional measures discounts, buy2 get1 free schemes have maximum influence on purchase decision of a particular brand. With the effective marketing mix and strategies can extend the sustainable growth in this industry.

8. REFERENCES:

- Deepali Saluja (2016), Consumer Buying Behaviour towards Fashion Apparels- A Case of Delhi. IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668.
- Dr. Anand Thakur, Mr. Bhuvan Lamba (2013), Factors Influencing readymade apparel Purchase in Jalandhar city, Researchers World -Journal of Arts, Science & Commerce , E-ISSN 2229-4686, ISSN 2231-4172, Vol.-IV, Issue-3, July 2013 PP 155-162.
- Jafar Iqbal Laskar and Haidar Abbas (2014), Consumer Perception of Branded Garments in Indian Apparel Industry, Journal of Business Administration and Management Sciences Research Vol. 3(6), pp. 101-105, June, 2014, ISSN 2315-8727, 2014 Apex Journal International
- K. Balanaga Gurunath anand, M. Krishnakumar (2013), Factors influencing apparel buying behaviour in India: a measurement model. Paripex Indian journal of research. 2(3).
- Md. Mazedul Islam, Muhammad Mufidul Islam, Abu Yousuf Mohammad Anwarul Azim, Md. Russel Anwar (2014), Customer Perceptions In Buying Decision Towards Branded Bangladeshi Local Apparel Products, European Scientific Journal March 2014 edition Vol.10, No.7,pp.482-497.
- Namita Rajput, Subodh Kesharwani & Akanksha Khanna (2012), Dynamics of Female Buying Behaviour: A Study of Branded Apparels in India, International Journal of Marketing Studies; Vol. 4, No. 4; 2012, ISSN 1918-719X E-ISSN 1918-7203, PP 121-129.
- Nirbhan Singh, R.(2013), A comprehensive study on Female buying behaviour for apparel Segment in Coimbatore, International Journal of Textile and Fashion Technology, pp. 67-82, 2013.
- Namrata Anand, Vandana Khetarpal. (2014), Growth of apparel industry in India: present and future aspects. Scholars World-IRMJCR Online: ISSN 2320-3145, Print: ISSN 2319-5789, Volume. II, Issue I, January 2014.64-70.
- Pandian, Varathani, Keerthivasan (2012), An Empirical Study on Consumer Perception towards Branded Shirts in Trichy City. International Journal of Marketing, Financial Services & Management Research Vol.1 Issue 8, August 2012, ISSN 2277 3622).
- Reham Abdelbaset Sanad (2016), Consumer Attitude and Purchase Decision towards Textiles and Apparel Products, World Journal of Textile Engineering and Technology, 2016, 2, 16-30, E-ISSN: 0000-0000/16, 2016 Synchro Publisher).
- Sandeep Kumar, Prasanna Kumar, Srinivasa Narayana (2016), Impact of Brand Equity on Customers Purchase Decision Making while Choosing Branded over Unbranded Apparel in Andhra Pradesh, International Journal of Applied Engineering Research ISSN 0973-4562 Volume 11, Number 7 (2016) pp 5202-5209.
- Sheek Meeran, Ranjitham (2016), Customers Buying Attitude Towards Branded Apparel on Showrooms at Tirunelveli Dist, Tamilnadu, Indian Journal Of Applied Research, Volume : 6 , Issue : 2, FEBRUARY 2016, ISSN - 2249-555X.
- Syed Irfan Shafi, Dr. C. Madhavaiah (2014), Investigation on Shoppers' Buying Behaviour Towards Apparel Products in Bangalore City. Pacific Business Review International Volume 6, Issue 8, February 2014, P 63-68).
- Vikkraman and Sumathi (2012), Purchase Behaviour in Indian Apparel Market: An analysis. Zenith International Journal of Business Economics & Management Research, 2 (2).